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AUGUST 26, 1957



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The colorful Hearst estate 68

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ESTATE'S ROMAN POOL

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CORTI BEING RESCUED

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Clowns and tosspots of Shakespeare's comedies are packing the house in Stratford, Conn., Stratford, Ont., Yankton, S.Dak.—and all over, making the poet the most popular playwright of the summer season.



YANKTON SHAKESPEARE

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General Twining, taking over from Admiral Radford as chairman of the Joint Chiefs of Staff, is the product of a family tradition—civilian and military—which could only have emerged in the United States of America.



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Camden, Maine has a fine time helping film "Peyton Place," all about a small town's backstage doings, until a few people read the novel and discover it is all about sex and violence—and do a critical double-take.



ACTOR HEARS CRITIC

COVER

Roman swimming pool at San Simeon, the late William Randolph Hearst's estate (see pp. 68-84)

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VOLUME 43
 NUMBER 9

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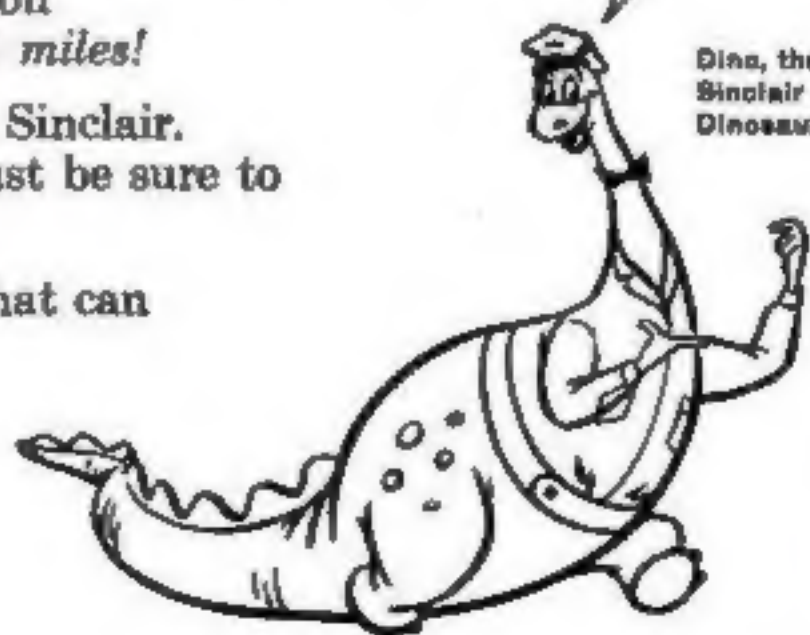
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*Left: The MESA, 39002;
turn front gore slip-on
in brown calf and Morocco.*

*Center: The COMO, 39301;
turn front, four-eyelet
in brown calf and Morocco.*

*Right: The DARBY, 39601;
turn front, two-eyelet
in brown calf and Morocco.*

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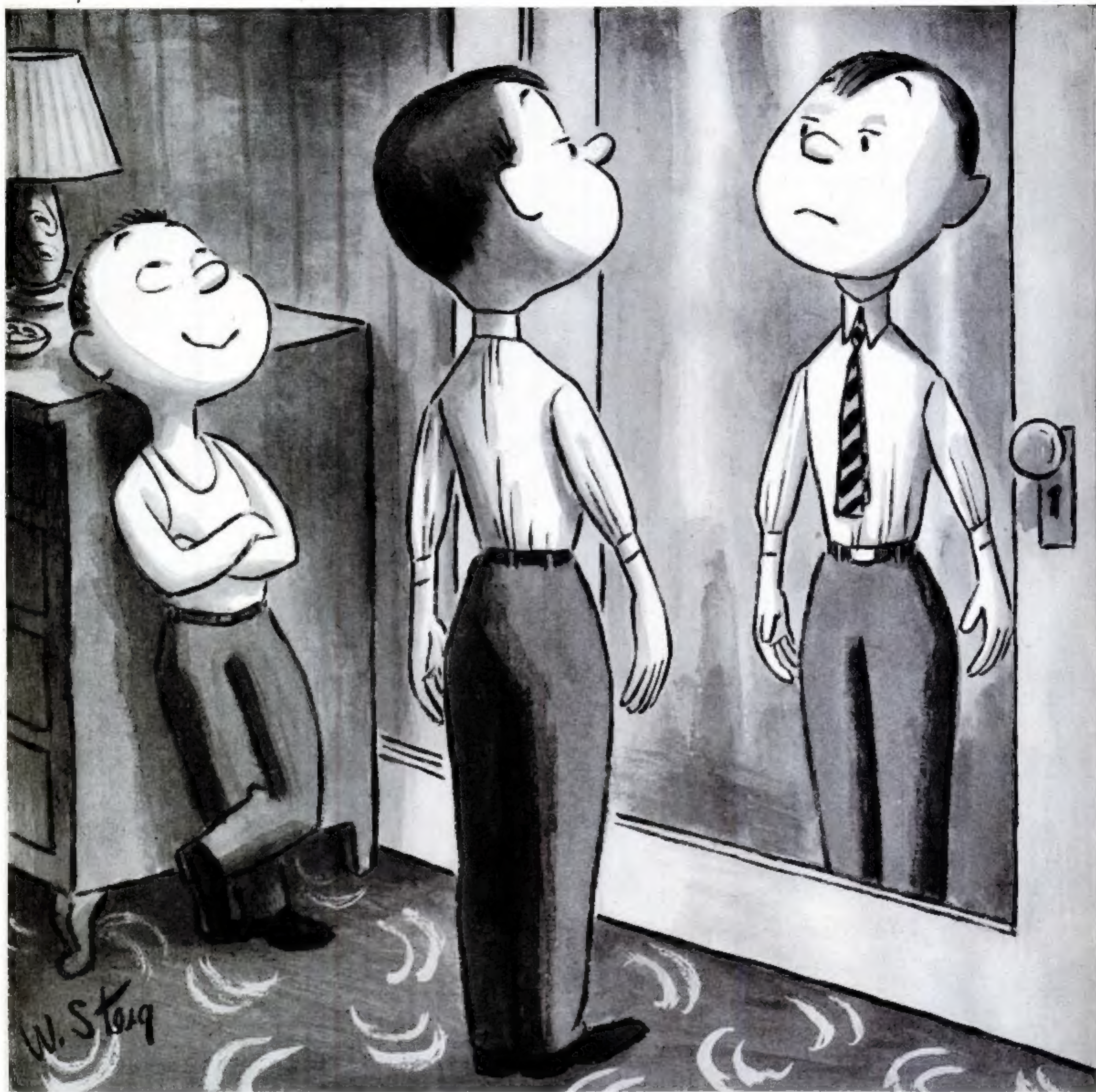


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Bernard F. Gimbel, Chairman of the Board, Gimbel Bros., as photographed by Peter Benech

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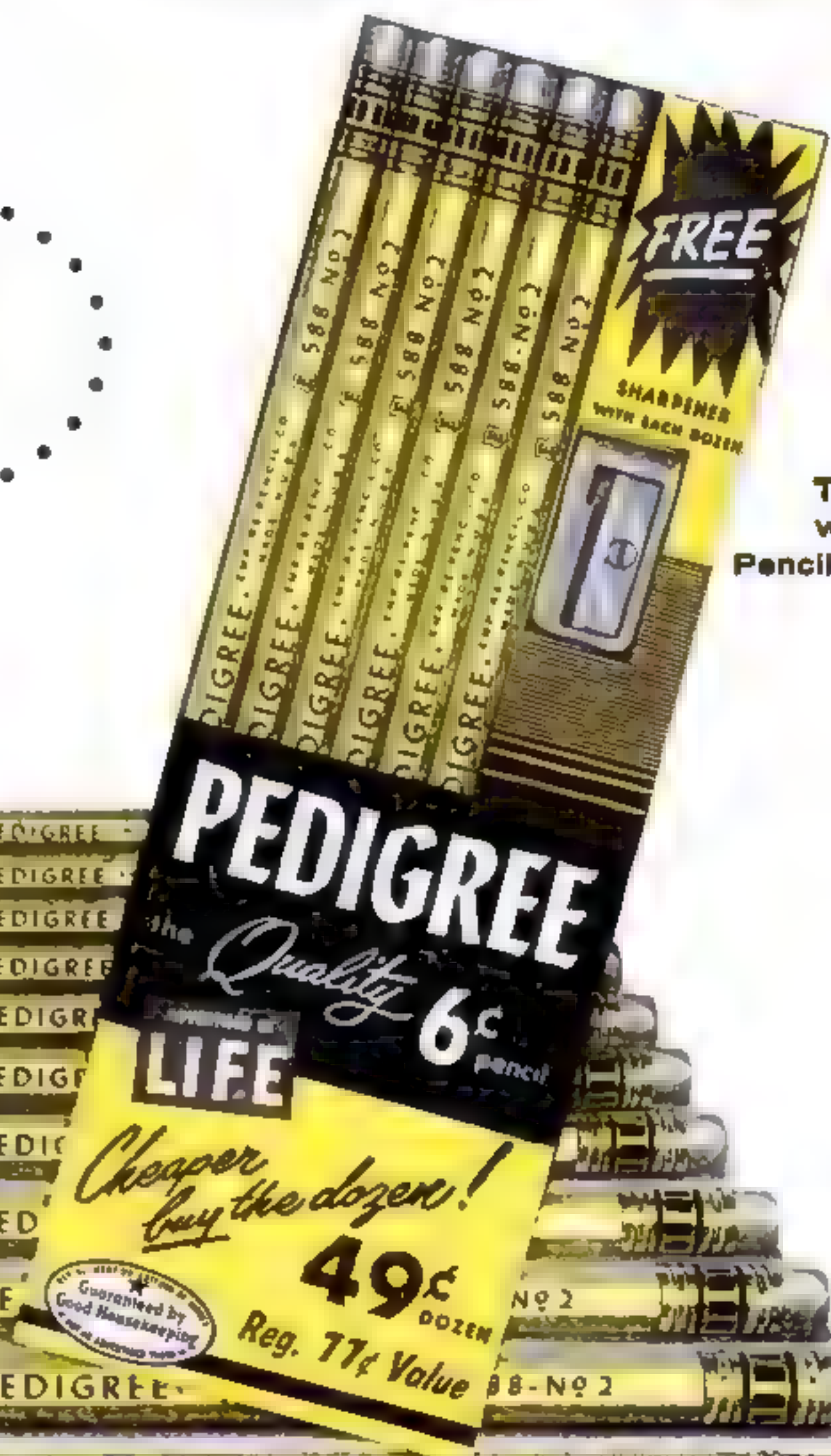
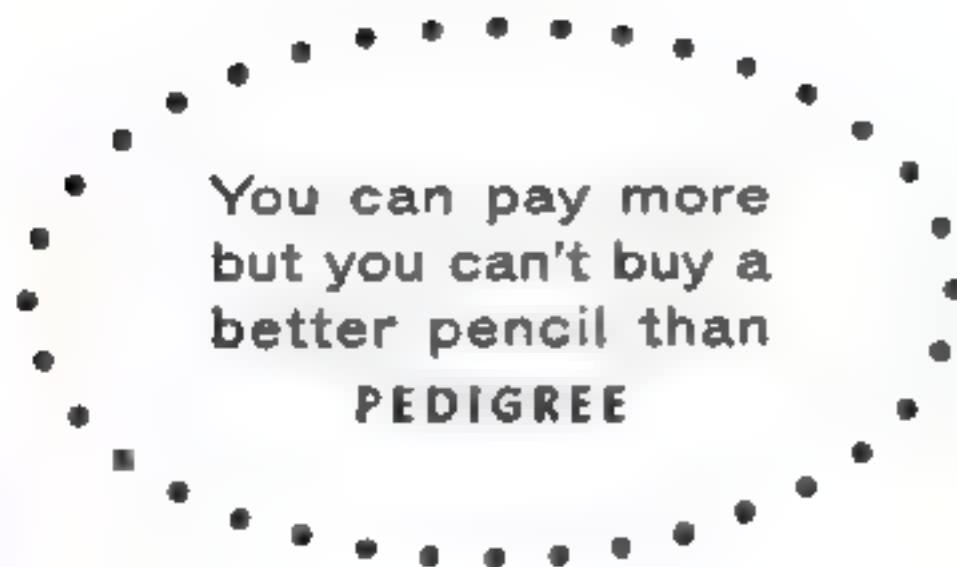
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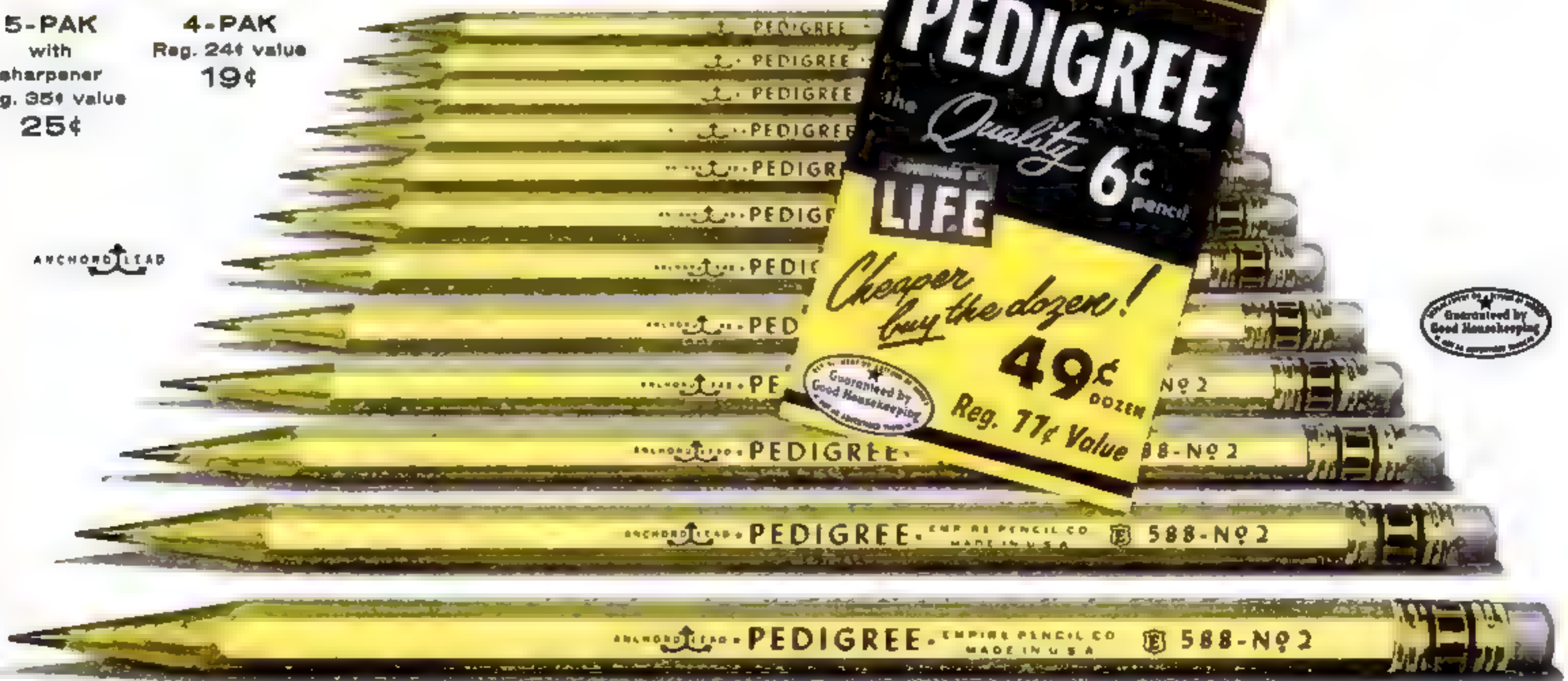


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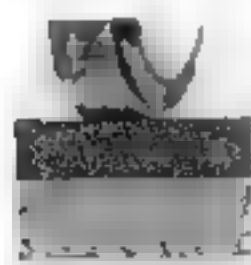


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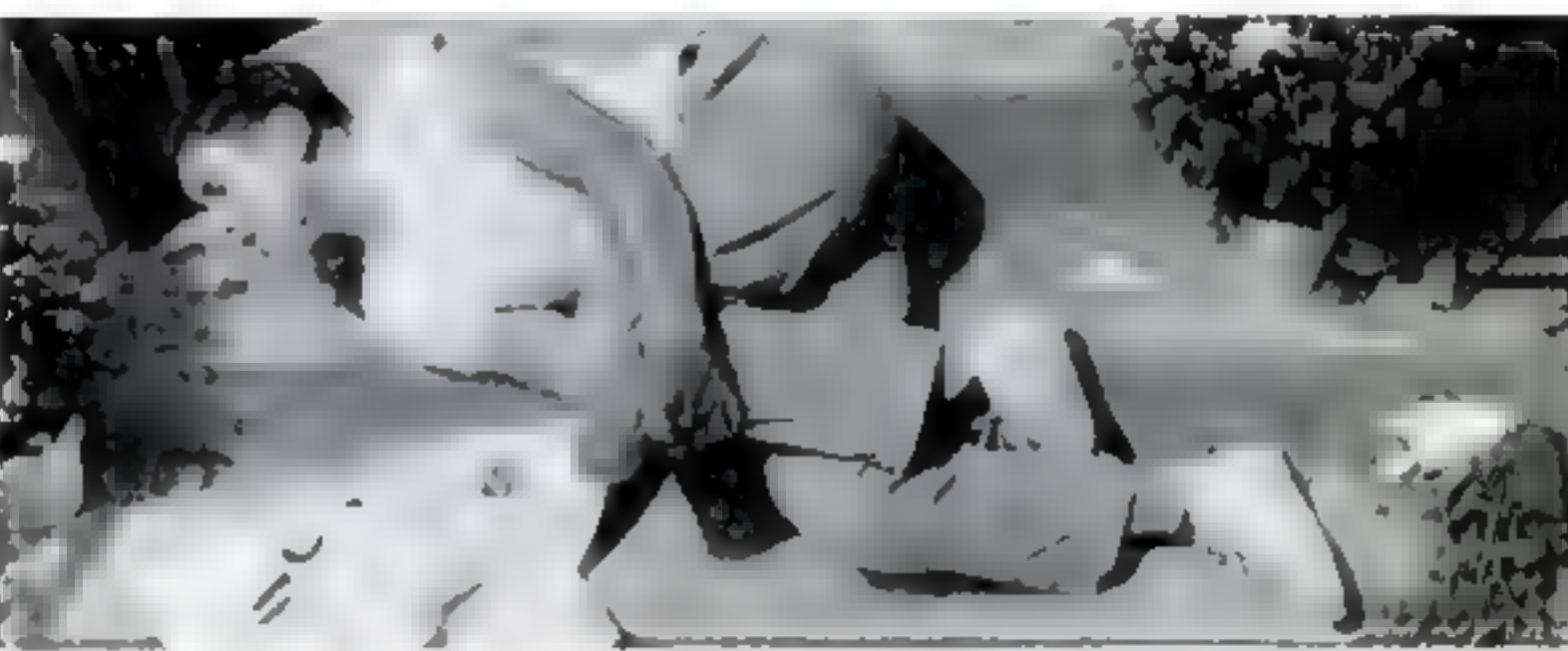
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HOLDING FAST to oxygen mask to keep it from being torn off in spinning plane, McGuirt looks anxiously at instruments to determine the plane's air speed.



DISTRACTED by loose end of shoulder harness which flaps against his face, McGuirt reaches overhead with his left hand to check position of escape handle.



GRABBING ESCAPE LEVER with both hands, McGuirt exerts all his strength against spin to pull

the face curtain over his head. His plane has already spun around completely 25 times in its fall.



CLUTCHING CURTAIN of escape mechanism to cover his face against blast of wind. McGuirt is



FLYING BLIND, McGuyrt is thrown back against headrest as the centrifugal force caused by spin whips both harness and microphone wire before his eyes.



IN GREAT TROUBLE as plastic sun visor falls down over his face from its out-of-use position atop his helmet, McGuyrt is ready to give up and bail out.

SPEAKING OF PICTURES

Fight for life in cockpit

CAMERA RECORDS A PILOT ON A NEAR-FATAL SPIN

The movie camera was put in the F7U cockpit to record John McGuyrt's actions and reactions during a test flight. Instead it recorded the pilot's desperate attempt to save his life. McGuyrt, who was then chief test pilot for Chance Vought Aircraft, had taken the twin-jet Navy interceptor up to 25,000 feet near Dallas to put it into a deliberate stall and spin. But suddenly, as the automatic camera ground on, it was the F7U which was testing McGuyrt.

Spinning out of control, the jet plummeted 20,000 feet in 57 seconds while everything in the cockpit that was loose flapped wildly around McGuyrt's face. A force equal to two-and-a-half times the pull of gravity made his arms feel heavy and helpless. Finally, at an altitude of 4,600 feet, with another 13 seconds

to go before a crash, McGuyrt made a final reach for the escape lever, found it and was catapulted into the air. His parachute carried him safely to earth. The jet crashed and was demolished. But the movie camera, which kept clicking away even after McGuyrt bailed out (below), was found to be intact.



PILOT MCGUYRT

This all took place in 1954. Chance Vought, which has shown the film of McGuyrt's flight to scientific audiences in the interests of flying safety, released it this month to the public as an example of a test pilot's risky job.



about to be hurtled from jet. First he must pull lever farther to set off charge which throws him clear.

EMPTY COCKPIT, as photographed by the movie camera seconds after McGuyrt was ejected, contains

the tube-like gun which propelled the pilot's ejection seat upward through the plane's opened cockpit.



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BY

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They give you a "mint" of extra flavor

HERE, Sir, are the two most flavorsome mint juleps ever to make you glad you're thirsty! You'll get great pleasure from either one—for each is made with one of our rare Old Taylor bourbons.

One is made with world-famous 100 proof bonded Old Taylor. It is *extra-rich, extra-deep* in flavor—so superbly smooth and mellow, it has been the prime "favorite" of generations of connoisseurs.

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LETTERS TO THE EDITORS

WARY OLD DAREDEVIL RULES RACING

Sirs:

The article on Juan Fangio ("Wary Old Daredevil Rules Racing," *LIFE*, Aug. 5) is the most complete and the best that has been written about "the master."

CHARLES L. LANGSETH
Norwichtown, Conn.

Sirs:

One of the most remarkable examples of Fangio's rare sixth sense was given during the tragic Le Mans 24-hour race in 1955. The Mercedes driven by Pierre Levegh crashed into the crowd immediately opposite the Aston Martin pits, where I was the assistant competition manager for that team. The track was immediately covered with wreckage and a very heavy pall of smoke. Despite an approach speed of perhaps 140 mph, Fangio emerged through the wreckage with the headlights of his Mercedes on full beam. For a split second he was steering the car with one hand whilst operating the light switch, an absolutely amazing exhibition of dexterity.

PETER MILLER
Miami, Fla.

AMERICAN SALT-WATER GAME FISH

Sirs:

Your true-life paintings of "American Salt-Water Game Fish" (*LIFE*, Aug. 5) by Maynard Reece are outstanding. My son and I have started fishing this year and have been unsuccessful in finding color paintings or pictures identifying fish as expertly as you have done.

JOHN D. AMITRAMI
Somerville, N.J.

Sirs:

I protest the caption under tautog, on page 64: "... a nuisance, biting too readily and hard to unhook." A nuisance indeed! Fishing for tautog in the cold brine of Massachusetts with light tackle is fun. Tautog will save you the trouble of removing the hook, too, if you let them dance around on the rocks for two seconds.

PEREZ SIMMONS
Fresno, Calif.

A LOOK AT THE WORLD'S WEEK

Sirs:

Your news picture of Prince Rainier hanging out his shirts to dry ("A Look at the World's Week," *LIFE*, Aug. 5)

leads to only one question. Just who washed them for him?

JANE M. ZERILLI
Westwood, N.J.

● The prince's spokesman says, "If I did know, I would not say."—ED.

Sirs:

I thought you might be interested in this cartoon I found in a joke book.

MARY GRIMALDI
Springfield, Mass.



"I BET THE PRINCE OF MONACO
DOESN'T DO THAT!"

Sirs:

Congratulations on your delightful picture of Prince Rainier and the wash. It is a pleasure to know that the Prince of Monaco is not above household chores. Catch my husband hanging out his shirts!

CAROL MARTIN
San Diego, Calif.

Sirs:

The prince doesn't differ from other husbands—he hangs his shirts the same way all husbands do—crooked, without bothering to straighten them out on the clothesline.

Mrs. R. McKNIGHT
Columbus, Ohio

Sirs:

In "A Look at the World's Week" you state that the Utah explosion was the mightiest nonatomic explosion in history. Was not the Halifax explosion resulting from the collision of the munitions ship *Mont Blanc* and the *Imo* much greater?

ALVIN SHAPIRO
Regina, Sask., Canada

● *LIFE* was referring to planned explosions. The far bigger Halifax explosion took place on Dec. 6, 1917 when the French steamship *Mont Blanc*, carrying six million pounds of high explosives, collided with the Belgian steamer *Imo*. The collision punctured tins of benzene on the deck of the *Mont Blanc* and her crew fled. One hour later, as fire crews battled the blaze, the ship exploded in a mile-high blast that flattened a mile area of Halifax, destroying three churches, two schools, a railroad station, a brewery, the dockyard, a printing firm, a sugar refinery and a textile plant. Killed outright were 1,400; another 600 died of injuries. The ship's 1,000-pound anchor shank was later found in the woods two miles from the explosion site.—ED.

COMMUNITY BOOSTERS

Sirs:

On page 16 in your story "Community Boosters in Bootstrap Booms"

FASTER HEALING

20 vents
let filtered
air reach
the wound



with **SUPER-STICK**
New rounded ends. They stick better,
protect better. Won't loosen in water.

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From Research comes the TRUTH About Speed of Pain Relief— Without Stomach Upset

Medical Science reports important new findings on
BAYER versus an aspirin with a 'buffer' added... based on major studies
to determine speed of pain relief *without stomach upset*.
Yes, this research further verifies that BAYER Aspirin is still the
safest, gentlest, fastest-acting pain reliever you can get!

TRUTH based on 3 years' research

In 1954, as part of a continuing research project, in the field of pain relief, BAYER sought the aid of one of America's foremost analgesic authorities, whose work is centered in several large New York clinics.

This specialist began a carefully controlled series of clinical tests in order to compare the action of BAYER Aspirin versus an

aspirin with a 'buffer' added.

Thousands of tests were made on patients actually suffering pain... the findings were analyzed and corroborated beyond any question or doubt. Throughout three years, the results verified that BAYER is the *safest, gentlest, fastest-acting pain reliever you can buy*.

TRUTH—confirmed...

BAYER called for further tests, further evidence. This new research was conducted by members of the staff of one of the East's prominent Medical Schools.

Again and again, BAYER and aspirin with a 'buffer' added were tested clinically to determine speed of pain relief without

stomach upset... tested on people suffering from many types and degrees of acute pain suffered daily by millions.

Again, the results were the same... adding further confirmation that ever-dependable BAYER Aspirin is still the *safest, fastest, gentlest pain reliever you can get!*

TRUTH—confirmed again!

To climax its relentless search for the truth about pain relief, BAYER requested an eminent professor of a renowned Mid-Western Medical School to undertake a new study of people in actual pain. The two pain relievers were again compared under true pain conditions. The findings

of this third study were indisputable!

Hundreds of pain-ridden patients in the three independent studies verified over and over again that BAYER is still the *safest, most reliable antidote for pain in medical history*. You can trust your body to BAYER to feel better fast.

THIS RESEARCH is based on the one final
and absolute method for testing the value of pain relievers—
by studying people suffering from real pain.

YES, FROM RESEARCH COMES TRUTH...

The safest, fastest-acting pain reliever
you can get... **BAYER® ASPIRIN**

LETTERS TO THE EDITORS CONTINUED

(LIFE, Aug. 5) you state, "Lately, alarmed by 4,000 unemployed and a population drop of 14% to 105,000, New Bedford leaders organized a drive to jack up its somnolent waterfront and static industries."

The 1950 federal census credited New Bedford with a population of 109,189. The 1957 census by the New Bedford Police Department stated the population was 105,169 men and women 20 years of age and over. When you state that the population dropped 14%, you do not tell the period in which this alleged drop occurred.

CHARLES J. LEWIS
Editor

The Standard-Times
New Bedford, Mass.

● According to the New Bedford Industrial Commission, New Bedford reached a peak population of 122,000 in 1926; the population is now 105,000, a 14% drop.—ED.

HIGHWAYMEN AT WORK

Sirs:

Congratulations on your enlightening editorial ("Highwaymen at Work," LIFE, Aug. 5). More interest needs to be directed toward the nation's expanding highway program in this huge road-building era.

THOMAS R. ROGERS
Centralia, Ill.

Sirs:

Your editorial impugns the honesty and efficiency of Pennsylvania's Department of Highways by linking it with scandals uncovered in Indiana and Iowa, and with the conviction of five men, including two former members of the Pennsylvania Turnpike Commission.

The Pennsylvania Turnpike Commission is an autonomous agency operating independently of the Pennsylvania Department of Highways, except in a limited number of technical matters. Administration of the turnpike, a toll road, is not within the scope of the Federal Highway Act, nor the State of Pennsylvania's Department of Highways.

JOSEPH J. LAWLER
Secretary of Highways
Department of Highways
Harrisburg, Pa.

● LIFE intended no slur on the Pennsylvania Department of Highways which helped convict former members of the Turnpike Commission and has been commended by

the Bureau of Public Roads for its management of the Pennsylvania highway system. The turnpike officials were, however, "highway appointees" under state control.—ED.

Sirs:

The larcenous impulses of the landowners with respect to the taxpayers' dough is fully matched by equally prodigious urges of short-term political land brokers.

Nearly all of the states currently in difficulty getting their portion of the federal highway program under way could solve the problem economically and effectively by awarding contracts to private, professional right-of-way engineers of proven ability and established honesty.

JOHN R. BROWN JR.
Mechanicsburg, Pa.

MISCELLANY

Sirs:

I looked at "Bright Bird Fills the Bill" and said, "I'll be darned—that looks exactly like Horace."

Horace Peters is a big macaw from Trinidad, the largest of the talking bird family. He is named after a radio personality in the crystal set days. Horace, age 32, was given to the Children's Museum of Hartford two years



HORACE EATING SCRAMBLED EGGS

ago last March. He calls himself by name and says many words distinctly. He laughs, whistles, meows and barks like a dog.

Besides nuts and seeds, he nibbles scrambled eggs for breakfast out of a spoon.

MISS ARDISIAG TAPPIAN
The Children's Museum of Hartford
Hartford, Conn.

ENTER CANDIDATE HOFFA

Sirs:

It was interesting to note in "Enter Hoffa—the Candidate" (LIFE, Aug. 5) that all of Mr. Hoffa's supporters look so well fed. Business must be good!

ANNA MARIE KURSCHNER
Atlanta, Ga.

LONDON'S GAYEST SEASON

Sirs:

What a terrible pity that "Britain's wealthiest few" must "make hard sacrifices to preserve the tradition" ("London's Gayest Season," LIFE, Aug. 5)! Most lamentable.

I am quite thankful that these "series of splendid social functions" are "possible only in England." Let's keep them there.

HAROLD P. COUCHOT
Hesperia, Calif.

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A truly dependable ball point... with the new *Wordathon Refill* which outwrites ordinary refills 5 to 1. Only \$2.50 complete. **Personalized stationery!** Your name and address on 50 sheets, 25 envelopes for 50¢ when you buy any Esterbrook product.

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Only Esterbrook gives you a complete choice of points...replaceable in seconds



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You can see the difference in the Viceroy tip. 20,000 filters! Yes, you get the filter-power of 20,000 filters in every tip! That's twice as many filters as you get in the other two largest-selling filter brands, for the smoothest taste of all.



Actual photomicrograph of Viceroy filter section.



AN ORDINARY FILTER

Fewer filters, coarser filters in an ordinary filter tip! The simple drawings above dramatize the difference . . . you get only half as many filters in the other two largest-selling filter brands! Only Viceroy gives you the filter-power of 20,000 filters!



Actual photomicrograph of ordinary filter section.

... FOR THE SMOOTHEST TASTE OF ALL!

Yes, twice as many filters as the other two largest-selling filter brands!

Now get the filter-power of Viceroy's 20,000 filters.

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AND . . . VICEROY GIVES YOU ONLY GOLDEN BROWN TOBACCO, DEEP-CURED THROUGH AND THROUGH FOR EXTRA SMOOTHNESS



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Benchmates: John Opatil, 30-year veteran at Western Electric's Hawthorne Works in Chicago, passes along some of his know-how to new employee Ronald MacFarlane, an apprentice in our 4-year Toolmaker's school.

This way, son



An old hand takes a young man in tow . . . and a future Western Electric veteran has started his life-long career.

The recruit may be an aspiring toolmaker, as we see here. Or a young engineer bursting with ideas. Or a trainee machinist, installer, or assembler. All stand on the threshold of a Western Electric country-wide classroom that never lets out.

"Classroom that never lets out" . . . now that's a thing about Western Electric our employees know well; we're trying all the time to learn and to grow. Our older people coach the younger folks; training classes bloom constantly here and there throughout our shops; a familiar face is missed because its owner is off to take part in a management seminar; a graduate engineering training program is now in full swing where, in a year, 2,000 Western Elec-

tric students at three centers are to learn more about the engineering side of the business. Some 2,200 of our people at last count, young and old, were studying after-hours at colleges under the Company-paid tuition refund plan.

All this helps our employees to advance, to develop, to grow . . . assuring Western Electric's ability to keep on meeting squarely the needs of the Bell telephone companies for specialized and improved equipment and facilities to handle your telephone calls in better ways.



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LIFE

TRAPPED ON THE PERILOUS EIGER NORTH WALL IN THE SWISS ALPS, THE INJURED ITALIAN MOUNTAINEER CLAUDIO CORTI IS SPOTTED FROM AN AIRPLANE

A MAN POSSESSED BY A MOUNTAIN

The daring dream of an Italian climber leads to an Alpine tragedy

FOR A STORY OF ORDEAL AND AMAZING RESCUE, TURN THE PAGE 27

THE OBSESSED CLIMBERS HACK THEIR PAINFUL WAY UP

by DAVID SNELL

KLEINE-SCHIEDEGG, SWITZERLAND

FOR some years Claudio Corti of Lecco, in north Italy, had earned his living as a truck driver. Keeping a professional grip on the wheel with incredibly massive hands, he would lean out of his cab from time to time and look longingly northward at the hazed buttes and peaks of the Italian Alps. A member of the Lecco Alpine Club, Corti spent nearly all his free time climbing mountains and discussing Alpine lore. When the talk turned to mountains of extraordinary difficulty and danger, Claudio Corti would slump and scowl in brooding silence as club members told again and again of one particular climb in the Swiss Alps said to be the most murderous of all—the north wall of the Eiger, a 13,036-foot-high peak hard against the Jungfrau.

The Eiger is shaped like a geologist's cutaway of the classical mountain peak, its north side leaping up in sheer cliffs a full mile above rolling grassy slopes. This face is what Alpinists call a "living mountain" because its rotten, water-saturated rock is forever in motion, like an animal shedding its skin. Although the Eiger is an easy day's climb when approached from the west slopes, climbing the north face requires extraordinary skill in three aspects of the scaling art—on rock, ice and snow—plus exceptionally good luck. No one knows exactly how many men have died there. The peak was successfully scaled for the first time in July 1938 by a team which included the famed Tibetan explorer Heinrich Harrer (*LIFE*, April 23, 1951). Up to this year, 20 other expeditions have attempted to repeat the feat with a total death toll of 18.

About five years ago someone gave Claudio a picture postcard showing Eiger's forbidding north face. He carried it in his wallet. Early this year, 29-year-old Claudio decided that he was ready to challenge his personal demon. He had a hard time recruiting a partner. Members of the Lecco Alpine Club knew too well the reputation of the north face. They also knew that Swiss authorities had established a hard policy with respect to rescue work there. Anyone who attempted the climb would do so at his own risk, with no promise of assistance if



CORTI'S COMPANIONS were Stefano Longhi (left), from Corti's home town of Lecco, and the



two Germans Franz Mayer, 21 (center), and Günther Nothdurft, 22, whom Italian pair met on mountain.

he got into trouble. Five months ago, however, Corti found his man. He was 44-year-old Stefano Longhi, also of Lecco, who worked in a factory that manufactures steel cable. They fixed on August of this year as a favorable time and arranged to take their vacations then, Longhi getting two weeks off on the technical excuse that his father had died in July.

On Friday, Aug. 2 they checked into a little Swiss hotel at Eigerjletscher, at the Eiger's west base. They told no one what they were up to. That afternoon they picked their way about a mile along the rubble-littered base of the target cliffs, where Corti made a crude pencil sketch of possible routes. At twilight he and Longhi returned to the hotel for a supper of pea soup and Bernese sausage. They bought a supply of lump sugar, honey, chocolate bars, bacon, lard, jam and vitamin pills, gave their wallets and passports to the concierge and went to bed. After midnight they got up, put on climbing clothes and rucksacks, took their ice axes and tiptoed out of the hotel.

In the brisk cool of dawn they began to climb easily and well in a westerly direction. During the afternoon, as climbing became more difficult, they decided they had chosen the wrong route so they made a bivouac at 7 p.m., pitching a small ochre-colored pup tent, and slept until daybreak. Briefly retracing their steps at

4 a.m., they discovered what seemed a better route—and were simultaneously startled to see two other climbers. The newcomers were Germans who by a remarkable coincidence had come with exactly the same climb in view. Although they had no common language except signs, the two teams decided to travel together. The Germans were Günther Nothdurft, 22, of Reutlingen and Franz Mayer, 21, of Rottweil, and they too had kept their project secret.

Meanwhile in the village of Kleine-Schiedegg, opposite the north face, Fritz von Almen stepped onto a balcony ledge of the Hotel Bellevue-Schiedegg, of which he is the owner. He sat down before a huge swivel-mounted telescope to pursue his favorite hobby—Alpwatching and searching for the wild chamois that scramble nimbly over the gullies of the north face. Focusing on a snowfield about a quarter of the way up the face, he saw three chamois silhouetted against the snow. Then he returned to his work.

On the slope, and approaching the spot where the chamois had been observed, the four climbers were keeping together but working as two teams. Climbing almost vertically, they already had reached the Eiger's treacherous hanging glaciers. It was difficult going, requiring the use of pitons alternately, the longer *felsshaken* that are used as pins for softer rock, and the heavy *eishaken* that must be pounded until the tone of the hammer becomes musical, indicating that the pin is firmly imbedded. Sunday evening, having made only a few hundred yards in a day of hard climbing, they prepared a bivouac and had their first evil omen. As they were rigging tents, a boot brushed the Germans' rucksack, containing their rock and ice pins and all their food, and to everyone's horror sent it spinning into the darkness below. Since the climbing point of no return had been passed—it would no longer be safe to go back down—the Germans would have to depend on the Italians for food and vital climbing gear. When the climb was resumed at 4:30 a.m. Monday, August 5, the two teams combined in a column of four. Corti was in the lead, followed by Mayer and then Nothdurft, with Longhi bringing up the rear.

That Monday morning von Almen again trained his telescope onto the snowfield—and saw what unmistakably were steps that had been hacked into the ice. Quickly he elevated the telescope and picked out the four climbers. Fascinated, he watched them step by painful

WATCHING THE CLIMBERS. Swiss guide peers through the telescope at Hotel Bellevue-Schiedegg.

Hotel Owner von Almen holds radio with which the ground crew guided the rescuers on the crest.



THE ANGRY EIGER

step, observing that they performed sturdily on rock but seemed hopelessly inept on ice. On and off all morning, as the clouds permitted, he kept them in view, noting that they were advancing very slowly and losing hours by choosing dubious routes.

On the Eiger the great "living" face was beginning to play its notorious pranks. Its accessible routes were also channels for torrents of pebbles, water and slushy snow. At sundown Monday, having edged past a rocky cliff known as Rote Fluh (Red Cliff), the four men stopped on an extremely narrow ledge partly sheltered by a boulder. There was no place to lie down. Through the long night they had to stand and keep moving while water spilled over the boulder, freezing where it ran thin, drenching their clothing and filling their boots. Next morning they started out again, and at 10:30 a.m. the now-fascinated guests of the Bellevue-Scheidegg picked them up crossing the towering Bügeleisen, or Flatiron, about halfway up the face.

The Germans were now beginning to feel the first signs of exhaustion. At the top of the Flatiron the group repeated the previous night's experience, standing or crouching under a steady downpour from the melting snow. On Wednesday, watched from the ground, they took the whole day to climb a narrow defile against Gelbe Fluh, or yellow cliff, which had been scaled by more successful climbers in six hours. That night they camped at the top of this cliff, about two thirds of the way up the Eiger. On Thursday the hotel watchers saw the climbers pressing upward but pausing frequently to rest.

Anxiety about them was growing. A Swiss locksmith named Robert Seiler, who had himself scaled the north face in 1950, came from his home in Interlaken to Kleine-Scheidegg to have a look through von Almen's telescope. Seiler, a member of the rescue organization called the Association Suisse pour le Secours en Montagne, instantly decided that the four climbers were in trouble and pledged assistance from his Swiss colleagues in Biel. As the official guides of Grindelwald, in whose jurisdiction the Eiger north face lies, had made no move to organize a rescue under the now long-standing policy concerning this mountain, he also cabled to German and Austrian Alpine clubs. At this point it was thought that the four consisted of two Germans and two Austrians. On Thursday afternoon a famous Alpine flier named Hermann Geiger made a reconnaissance sweep past the mountain. He noted that all four men appeared to be in good shape.

That Thursday night, Aug. 8, the climbers made another wretched bivouac just east of a vast hanging glacier called the Spinne (meaning spider). From this point climbers must traverse the upper edge of a treacherous sheet of nearly vertical ice, only 500 yards below the summit.

Still in the lead as they broke camp Friday morning, the brick-fisted Corti pounded his way onto the Spinne's eastern arm. But after they had been on the move only a few minutes, the three climbers in the lead heard Longhi scream in terror. Then came a tremendous yank on the rope that surely would have dislodged all four but for the excellent hammer work of Corti. Calling down to Longhi, whom they now could not see, they got a hoarse answer. Longhi said he had slipped about 40



ROUTES OF TRAGEDY. climbers' and rescuers' trails, are marked on picture of Eiger. Climbers' bad luck began at second bivouac, where Germans lost gear. Highest point the climbers reached was 1,000

feet below summit. One rescue team got to crest by first route, but following teams carrying heavy equipment had to go back down and try another slope. Thus then became route for all rescue work.

yards down the face of a rock cliff, landing on a narrow and slanting ledge. He said he was badly hurt and could go no farther. Corti lowered his rucksack containing all the remaining food and his tent. The Germans dropped him an extra line and anchored it to rock. Then, with a final shout of encouragement, the three went on.

As the morning brightened Hotelman von Almen brought his telescope to bear again. He saw that one man had been left behind and that the other three were trying to push upward. Geiger made a second reconnaissance flight past the north face. The three climbers and their injured comrade waved frantically and Longhi brandished a piece of red cloth. Now, in villages and resorts below the Jungfrau group, rescue preparations finally got under way. From Munich came word that nine Alpinist members of the Bavarian Red Cross were en route to the Eiger. Among the Germans was Ludwig Gramminger, a crack guide from Bavaria who was bringing along a special pulley and sling that he had invented for just such missions. At Grindelwald, northeast of the Eiger, eight Polish climbers offered to help. So

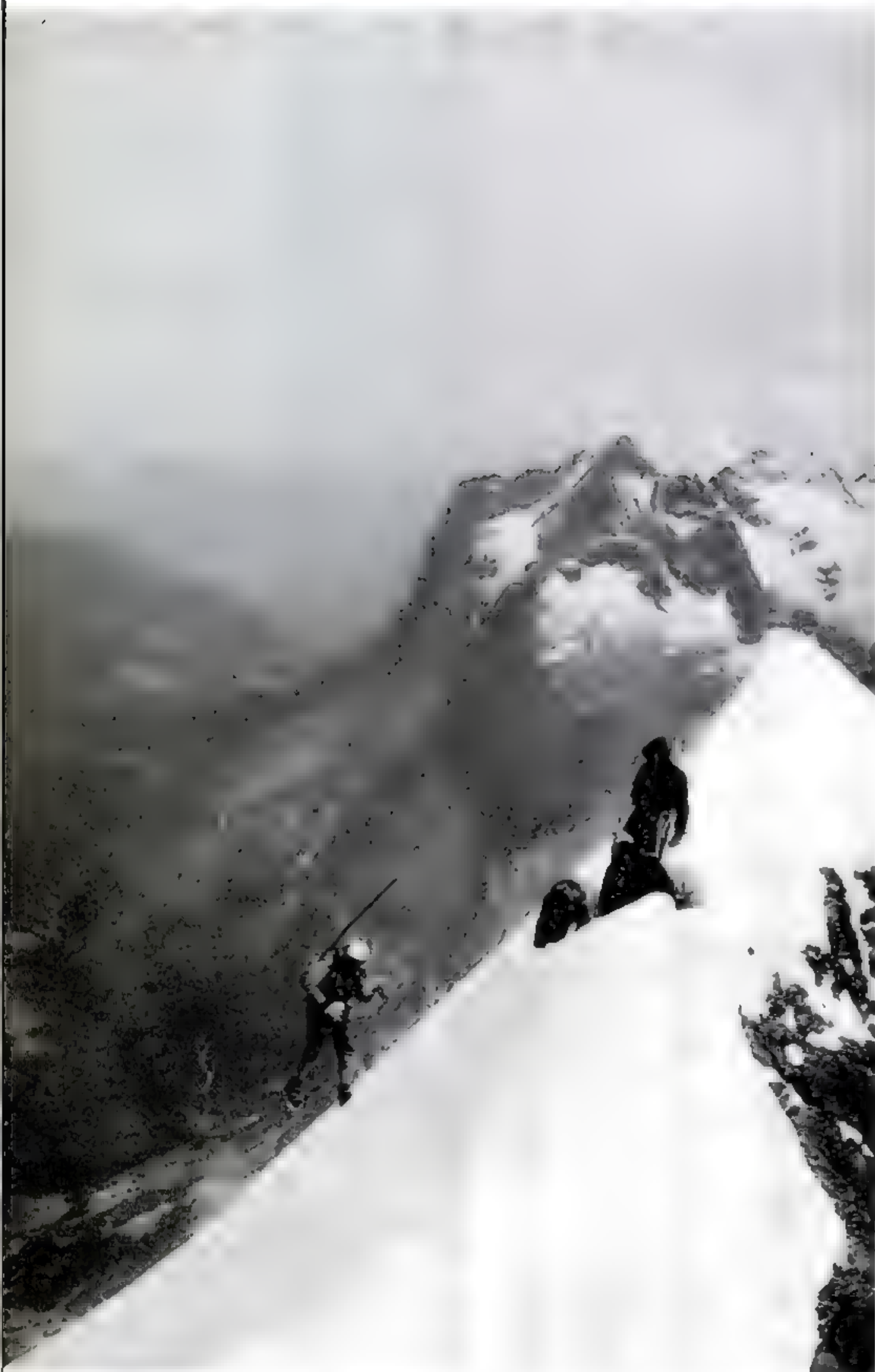
did Lionel Terray, the famous Frenchman who had scaled Annapurna where he saved the life of Maurice Herzog, and his climbing pupil Tom de Booy, a Dutch geologist. Twenty-eight Swiss Alpinists came from Thun and Biel in a special train. From Lecco came two of Corti's fellow club members—for by now investigations at area hotels had finally identified the four beleaguered men.

Meanwhile on Friday the three still-sound climbers fought upward. Then came a second mishap. Struggling toward a bivouac spot at twilight, Corti heard the rattle of a small avalanche. Ducking, he was pounded on the head by pebbles and small stones. Hurt and bleeding, Corti suddenly felt his strength drain away and he knew he could go no higher. Crouching on a tiny ledge, the Germans bandaged his head, gave him their tent and indicated by signs that they would try to go on. That was the last any man ever saw of Mayer and Nothdurft.

Early that night the sky exploded in a violent electrical storm. Atop the Eiger the storm unleashed a blizzard. On their two ledges the Italians clung desperately and shivered. Then, as the storm subsided, the rescuers started up.

Alpine Ordeal CONTINUED

THE RESCUERS ARRIVE ON EIGER'S CREST AND RISK THEIR LIVES TO SAVE CORTI'S



GOING DOWN EIGER from crest, rescuer with radio is held by cables as he tries to make way toward trapped Italian. Fifty-two rescuers from six nations reached the crest by easier routes than north wall.

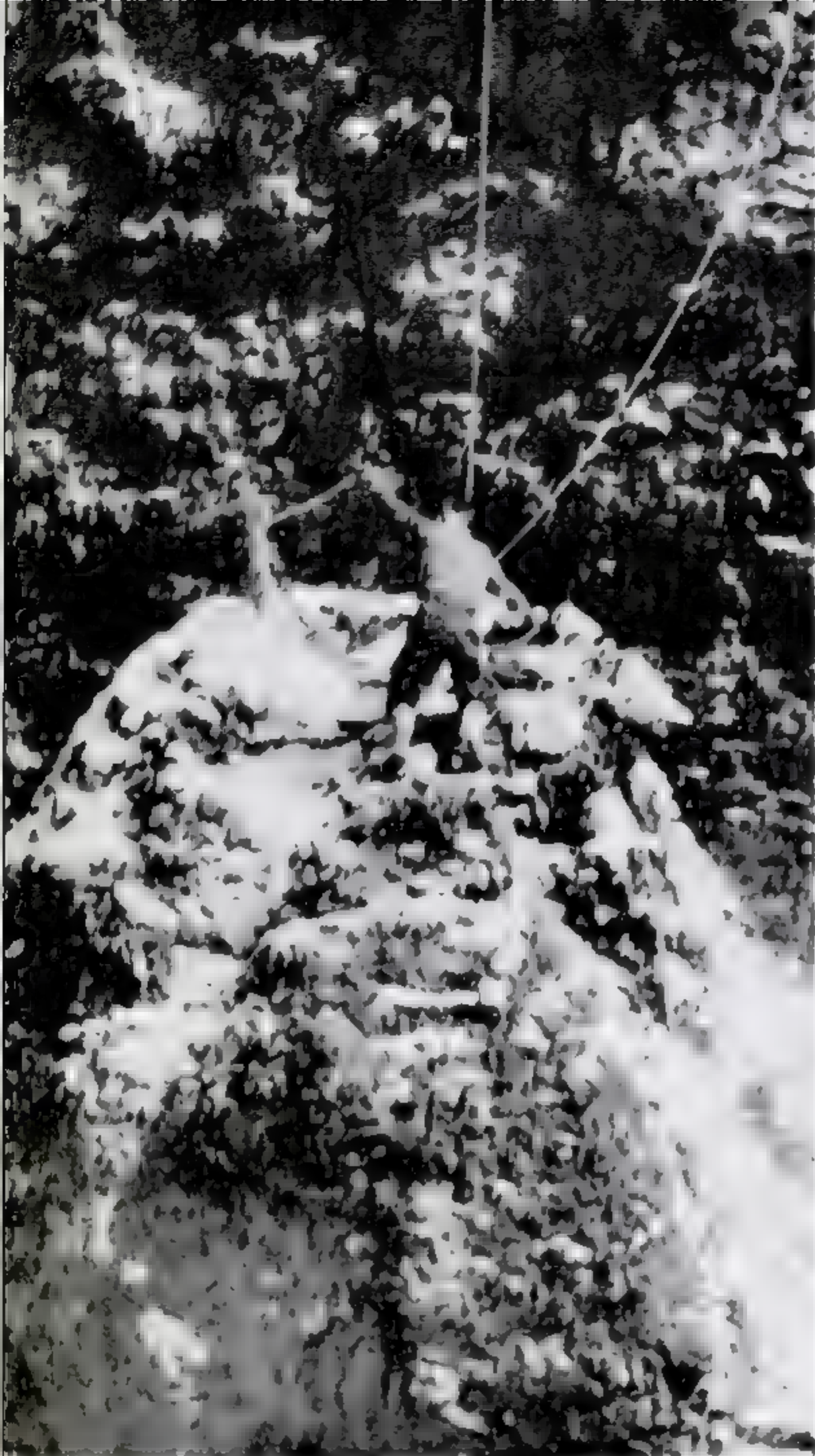
COMING UP WITH CORTI. German Alfred Hellepart carries Italian lashed to back. Hellepart hung from cable 75 minutes before reaching Corti. Pulled by cable, Hellepart needed an hour to get back up. →



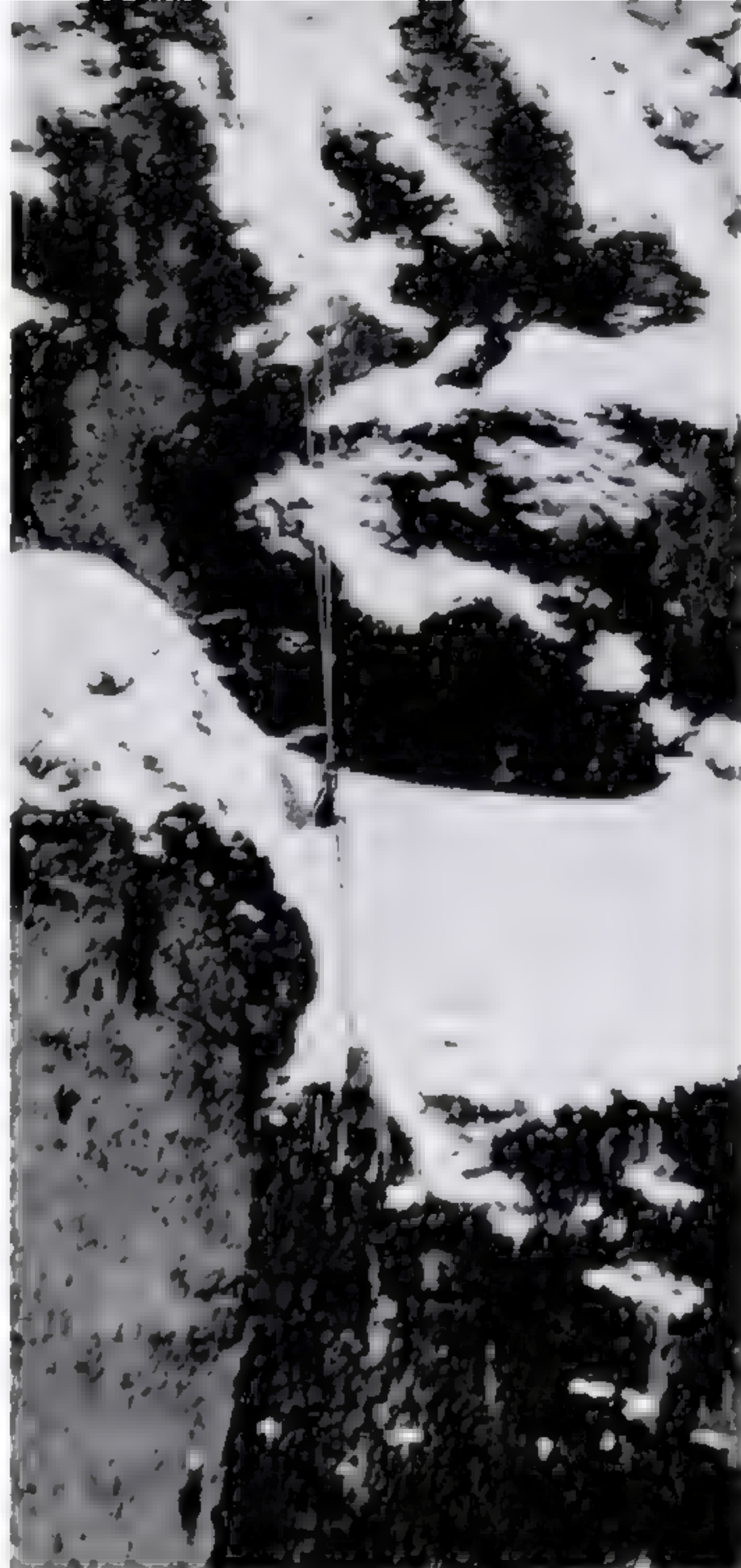
ENGULFED IN BLIZZARD, the rescuers struggle to pull Corti on sled. The party had to bivouac for night in snow, and new rescuers came up later to relieve some exhausted members of the first team.



MAKING VERTICAL DESCENT, Erich Friedli, a Swiss, guides Corti's sled toward safety. It took 24 hours to bring Corti down Eiger west slope. These photographs were taken by men with rescue teams.



LONGHI ON LEDGE, where he was secured by extra rope after he slipped, waves frantically at the passing plane from which this photograph was taken



LONGHI IN DEATH, having slipped during blizzard, hangs a few feet below his ledge and rucksack, his head against a boulder and body thickly dusted with snow.

END OF A MAN—AND OF A CLIMBER'S DREAM

While Corti was being taken down the Eiger, an attempt was made to save his companions. A mountaineer dropped over the crest by cable to find the Germans, but neither he nor the telescope watchers in Kleine-Scheneegg could see them anywhere. They had perhaps been blown to their doom by the gale. Then the rescuers planned to mount the cable winch on a new spot on the ice from which Longhi might be reached. But a violent blizzard made it impossible for them to go on. The next morning, as the clouds cleared briefly, Longhi was seen swept off his rock perch, hanging from the ropes left to hold him, clearly dead.

When Corti was brought to the base of the Eiger, he was rushed to a hospital in nearby Interlaken. "Two days later," *Life's* David Snell reported, "the man with the huge hands,

the heavy brows and the bulging shoulders, his strength partly restored, walked from the hospital and entered a station wagon that had been brought by his friends in Lecco.

When Corti had first been pulled over the edge atop the Eiger, he had in his near delirium mumbled to those who bent close to him that he would return next year to conquer the Eiger. But as he left the hospital Corti said, "For the time being, I've had enough of high mountains, especially the Eiger."

"Claudio Corti had entered into at least a temporary truce with his demon," said Snell.

For the vanished young Germans and for Stefano Longhi, draped over the boulder, his rucksack suspended above him a few feet up the tie lines and flapping eerily in the wind, peace with the mountain demon was eternal."



CORTI'S RESCUER was Alfred Hellepart, 31, a mechanic from Munich and expert in ice-climbing.





NOW QUEEN VICTORIA HAS TO LEAVE INDIA

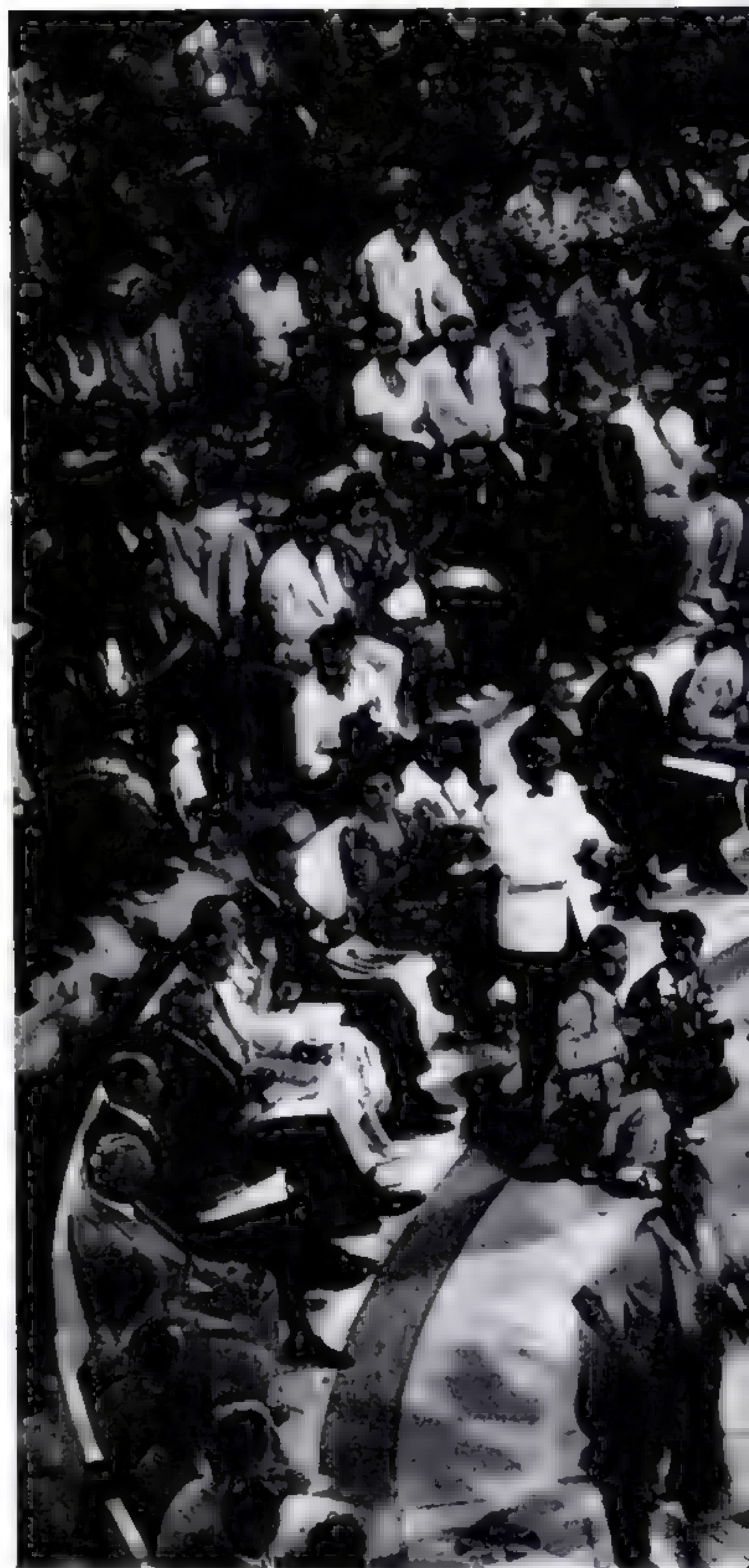
In Lucknow, India, workmen removed another trace of British rule—a 10-ton bronze statue of Queen Victoria. Even though the statue symbolized British colonialism at its greatest it was also a landmark erected through public subscription 45 years ago. Fearing public demonstrations against its removal, the government barricaded the park where the statue stood, posted armed constables and finally hauled it away after midnight.



A PRO-COMMUNIST WINS IN BRITISH GUIANA

In Georgetown, British Guiana, Dr. Cheddi B. Jagan and his supporters flashed the "Three P"—People's Progressive Party—victory sign after their pro-Communist party had won nine of the legislature's 14 seats. But the British, who ousted Jagan as chief minister in 1953 for trying to organize a Communist government, told Jagan he could not form another cabinet—although he could participate in the new government.

A LOOK AT THE



PROUDEST MOMENT IN THE LIFE OF

In the ancient Athenian theater of Herodes Atticus, Edith Hamilton, 90, acknowledged the most treasured tribute of her life. The great American classicist whose books, *The Greek Way* and *The Echo of Greece*, brought the glories of ancient Greek civilization to countless English-speaking readers had been made an honorary citizen of Athens. "This is the proudest moment of my life," she said. "... Athens, truly the mother of

WORLD'S WEEK



A 90-YEAR-OLD AMERICAN ATHENIAN

beauty and of thought, is also the mother of freedom. Freedom was a Greek discovery. The Greeks were the first free nation in the world. . . . Greece rose to the very height not because she was big, she was very small; not because she was rich, she was very poor; not even because she was wonderfully gifted. She rose because there was in the Greeks the greatest spirit that moves in humanity, the spirit that makes men free."



BIG BEAR, TOY BEAR AND BIG TALK

Winding up a week-long tour of East Germany, Nikita Khrushchev, the boss bear of Russia, appeared with a Teddy bear from a Communist youth organization in East Berlin, then made a typically bearish speech. With Soviet Deputy Premier Anastas Mikoyan beside him (*left*) he vilified West German Chancellor Adenauer and buried hopes of early German reunification before an unimpressed crowd of 100,000 herded into the square.



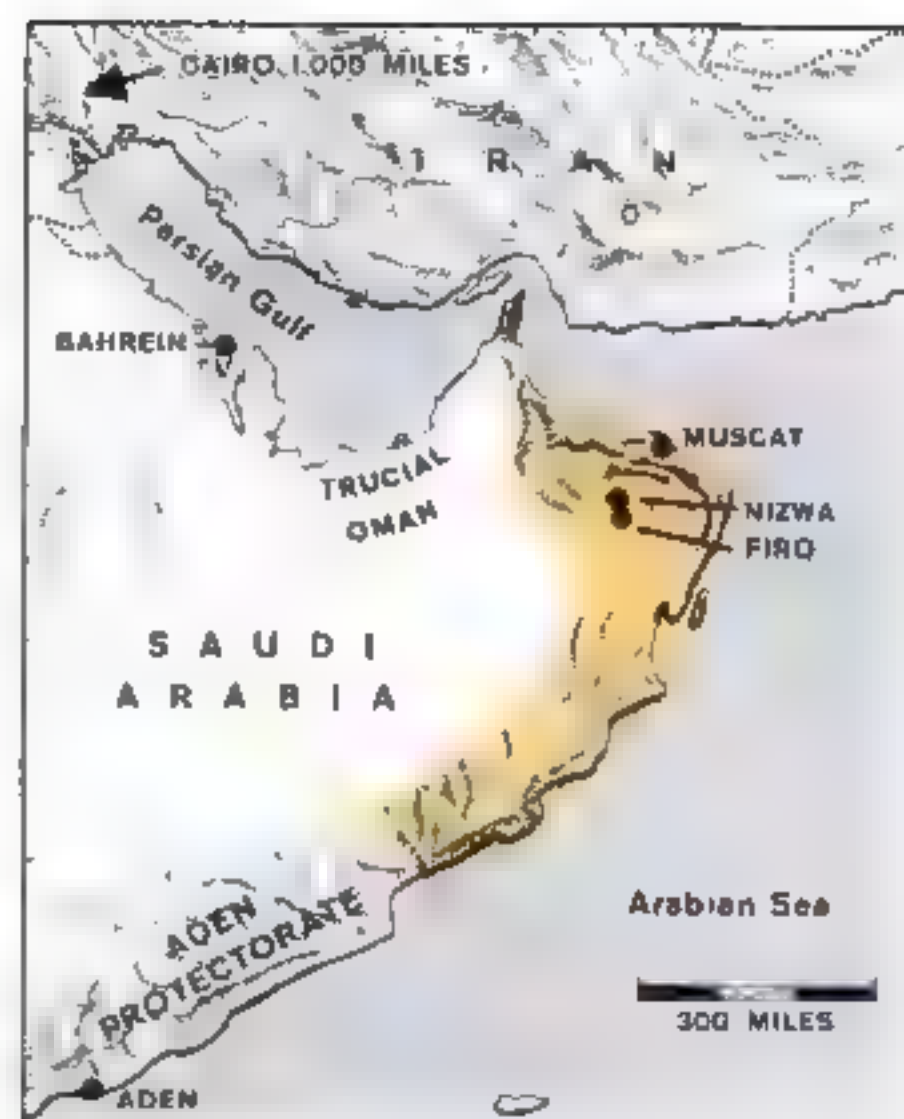
REWARDING LOOK AT AN OLD STORY

In Indianapolis, Robert and Dixie Lou Thomas gratefully gazed at an old copy of *LIFE* as their brand-new baby snoozed. Thomas' mother, who had saved the April 11, 1938 issue with the controversial *Birth of a Baby* story, had given it to her son. The baby came early and, with no time to call a doctor, Thomas, who had carefully studied the picture explanation of childbirth, delivered his 6-pound, 14-ounce son, David, safely and soundly.



ATTACKING JET circles mud fort at Nizwa, rebel Imam's headquarters, before launching rockets.

SMOKING FORT signals burst of rocket inside. British warned away Omani residents before attack.



SULTAN'S DOMAIN is shown in shaded area. His capital is at Muscat; rebels held Firq and Nizwa. Trucial Oman, a separate area, is group of sheikhdoms loosely joined by British under a series of truces.

THE MUSCAT RAMBLE

British fight a small war in aid of a sultan and Mid-East peace

An odd war in which about 15 people got killed came to an uneasy end last week. In the remote sultanate of Muscat and Oman, an area of the eastern Arabian peninsula controlled by the British under agreements dating back to the 19th Century, tribesmen rebelled against the sultan of Muscat and Oman, Said bin Taimur. They were followers of a religious leader known as the Imam of Oman, who has had a long-standing feud with the sultan. For three weeks, encouraged by soapbox oratory from Arab nationalists, they tried to annoy the British into abandoning still another area of influence.

The British, who could have lost both prestige and oil, backed up the sultan with jet attacks on rebel forts. But the Imam's troops, who number about 600 and are armed with rifles which the British suspected had been supplied by Saudi Arabia, merely dispersed into the hills. At this point the British reluctantly flew in ground troops from Africa to reinforce the sultan's small army. Crossing the desert in 120° heat, this combined force occupied the Imam's headquarters at Nizwa. The Imam was never found, but a few of his followers surrendered and the rest ran away.

Ten Arab states, egged on by Egypt, accused Britain of aggression and last week asked the United Nations to consider the case. The British maintained they had gone to the sultan's aid under the terms of a 1951 treaty pledging him military support. It was a minor military operation—the only British casualties resulted from heatstroke. But it worried the whole West because it momentarily threatened to upset the precarious state of peace in the Middle East.



ADVANCING BRITISH move along a dusty trail with trucks full of fresh troops to attack the rebel stronghold of Firq. The Imam's forces had repulsed an earlier

attack by the British and sultan's troops but the second attack, shown here, intimidated the Imam's rebel troops who fell back without putting up a battle



SULTAN AND SEER, his Foreign Minister Neil Innes, a British subject, confer in Muscat during

the rebellion as palace guard stands by. Sultan's dynasty has ruled Muscat and Oman since 1741.



CELEBRATING VICTORY, sultan's soldiers show how they took Firq. Their top officers are British

THE PRESIDENT AND CONGRESS

President Eisenhower, whose respect for the independence of Congress often finds him treating it like a separate sovereign nation, is now talking about the "do-nothing" 85th Democratic Congress in terms almost as angry as those Truman used against the Republican 80th ("worst . . . we've had"). In fact, the President is so angry that his political strategists are talking of a Trumanlike "give 'em hell" campaign in 1958 to try to win back Republican control of Congress.

Any way you look at it, the indignation seems justified. It has indeed been a do-nothing Congress. Of the President's 203 specific legislative requests—made with the authority of an overwhelming electoral mandate—Congress has approved only 15%. It has done those things it should not have done, increasing the wasteful farm subsidies to a staggering \$5.5 billion, and left undone those things it should have done—including emergency federal aid for schools.

On the positive side, it did pass a civil rights bill with some teeth in it (*see below*). And in a crisis, it backed the President's Middle East force bill with virtual unanimity. But when Lyndon Johnson last month tried to boast of other achievements, he was soon reduced to listing trivia like "a bill providing compulsory inspection of poultry."

Last week, moreover, as the House whacked \$800 million out of the already bone-bare Mutual Security Program, Congress seemed dangerously close to the edge of actual sabotage of national security—so close that Ike solemnly called up his soldier-hero's prestige to warn of the peril. "This is no lighthearted matter," he said. "The very integrity, the very safety of the U.S. rests on this undertaking." And he added that the chief reason he got into this "political business" was his deep concern lest the U.S., under the leadership of Taft, drift into a course of political and economic isolation. So saying, the President started the kind of hard fighting for mutual aid which a lot of his supporters would have liked to see him use earlier for all of his program.

Whether he wins this fight or not, he now has plenty of ammunition for a fighting Republican campaign in 1958. For

one thing the 85th Congress has destroyed the myth that "Ike gets along better with the Democrats than with the Republicans." It is the Democrats who have frustrated his program. In the process they have even soiled their own traditional claim to be the party of internationalism. If they really mean to swap this claim for the role of mere obstructionism, they will not only repel a lot of serious independent voters in the 1958 elections but deepen the split in their own party.

Meanwhile Ike has a job to complete within his own party, and the record of this Congress tells him where it lies. He must abandon his above-the-battle attitude and draw the lines more clearly between his Republican friends and enemies. Five Republican congressmen have this year voted against him more than 74% of the time—Alger of Texas, Smith of Kansas, Keeney of Illinois, Nicholson of Massachusetts and Jensen of Iowa. Six senators have voted against him more than 38% of the time; Malone, Curtis, Jenner, Dworshak, Williams, Young. He certainly owes them nothing. He should rely more on those men who have been his staunchest supporters. In the Senate, Morton, Dirksen, Knowland, Hickenlooper and Carlson have supported him more than 88% of the time. Knowland deserves special credit for his splendid if losing fight for a tougher civil rights bill.

But above all, if Ike is to ever get his full program enacted, he is going to have to set up some priorities for those measures he wants most, and put behind each one of them the same kind of hard-swinging, unrelenting fight he began putting up last week—possibly too late—for his mutual aid program. For the fiasco of his program is in some part due to his own indecision and seeming unsureness in support of it.

Maybe, thanks to luck, to roaring prosperity at home and Soviet mistakes abroad, the nation has not been seriously damaged by the 85th Congress's inaction. But since continuous luck cannot be counted upon, both the Congress and the President will have to do better next year, when the U.S. voter will also have to do some careful sharpshooting.

A STEP FORWARD FOR CIVIL RIGHTS

In 1864 the dying abolitionist, Owen Lovejoy, wrote to his friend William Lloyd Garrison about Abraham Lincoln: "If he is not the best conceivable President, he is the best possible. . . . And although he does not do everything that you and I would like, the question recurs, whether it is likely we can elect a man who would." The modern abolitionists, who have been gnashing their teeth over the Senate's failure to pass a civil rights bill as perfect as they would like to see, might do well to consider Lovejoy's gentle wisdom. For if a compromise bill, which now seems certain to pass, does not do everything they would like, it is undoubtedly the best possible that can now be got.

We think the Republicans are wise in giving up their fight for a tougher bill and concentrating on cleaning up the Senate's jury trial amendment, so as to make it apply only to civil rights cases. Its present blanket nature, in which it requires juries in all cases of criminal contempt, would create chaos in our whole judicial system, and President Eisenhower is right in his determination to veto it if it survives. But we assume it will not.

This would leave as the only opponents of the bill those civil libertarians who fear the law will have no teeth. They think the requirement of a jury trial for criminal contempt may make it meaningless because southern juries won't convict offending election officials. LIFE has opposed the jury-

trial amendment on this and other grounds, and would still favor a stronger bill. But this one is what its critics still consider quite an advance.

But what the critics of the Senate bill overlook is that broad enforcement powers still exist under the civil contempt feature of the act, even as amended. Under it a federal judge would have the power to jail election officials for refusing to grant voting rights. He could do this without a jury. He could keep such officials in jail indefinitely until they purged the contempt by compliance. The judge could even, if he wished, require the registration to take place in his own courtroom before the offense would be purged.

The truly remarkable thing about this bill, in view of the very real powers it does contain, is that it ever got through Congress at all. It is even more remarkable that the South yielded to it without filibuster. It is the first real step forward in civil rights legislation in 82 years. Only the test of trial and experience will prove how effective the bill can be, but that experience also—as Harvard's Paul Freund has observed—will be the best basis for what subsequent strengthening may be needed. "If juries, put to the test, carry out their responsibilities," he says, "there will be a positive gain in the self-education that comes from sharing in the administration of justice. If the results should turn out otherwise, the climate of national opinion will be clarified by the experiment."

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Lint Chaser Ring "sweeps" out more lint, dirt, scum automatically, than washers with filters that must be cleaned by hand

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Choice of four lovely colors
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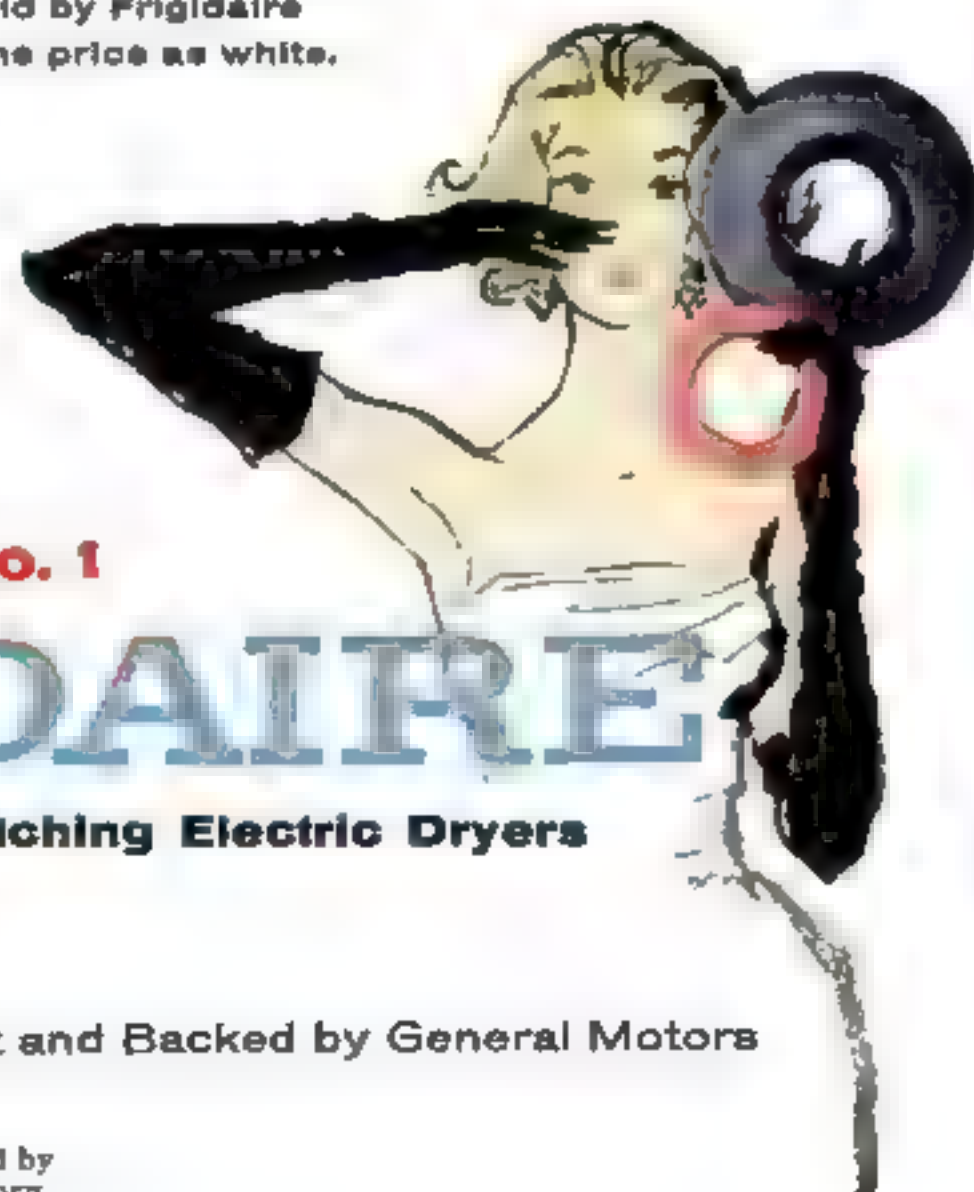
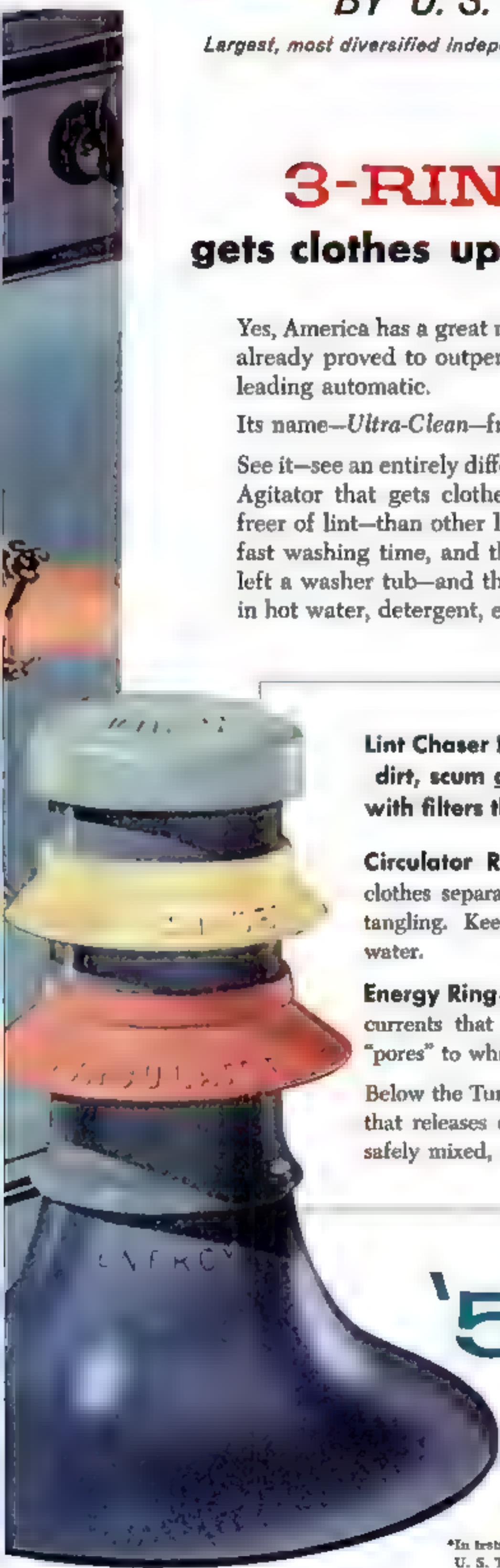
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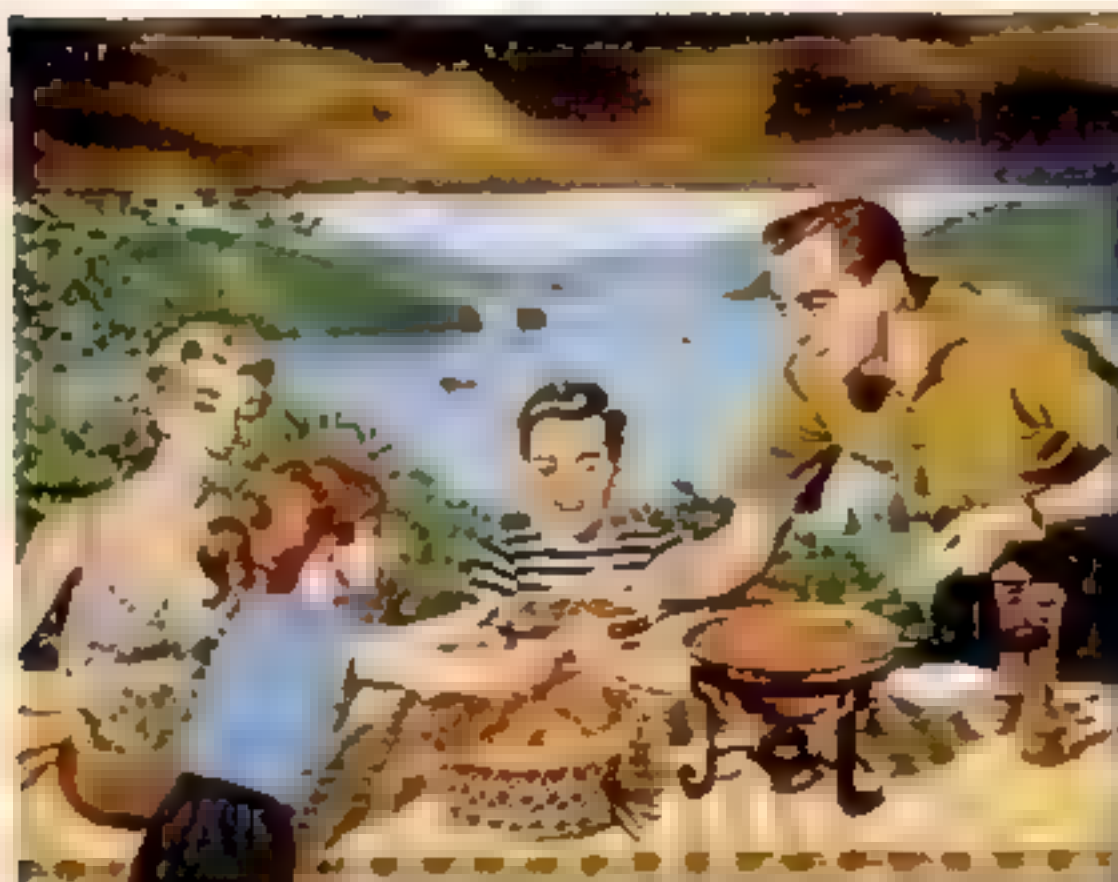
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Every family picnic should include

VAN CAMP'S PORK & BEANS

The secret savory sauce is cooked in... Just heat... eat... or pop!



*Outsells the rest
'cause it tastes the best!*



EMERGENCY TRANSPORT for textile workers is supplied by Polish army trucks so efficiently that factories in Lodz were able to report scant absenteeism.

A POLISH TRAM STRIKE RUNS OFF THE TRACKS

Exciting and disturbing memories were evoked in Poland last week. There had been an uneasy quiet since the Poznan riots of 14 months ago which claimed 55 lives, set off a chain reaction of satellite unrest that resulted in the Hungarian blood bath and won the Poles—whose revolution was much milder—a measure of political freedom from the Russians. But the volatile Poles expected the Gomulka regime to improve their economic status too. This the government did not accomplish.

The inevitable big strike happened to break out among the tram workers of Lodz, the country's second largest city. Six thousand transit workers sat down for two days to get higher wages. They lost when the armed militia moved in and sent them back to their streetcars with no more pay. The nervous government wanted to keep its political gains and avoid another Poznan at all costs, and the Russians looked reprovably at the countenancing of such nonsense even for two days. But the cloud of more revolution to come was getting somewhat bigger than a man's hand.



ARMED MILITIAMAN, among those who helped break strike, stands guard as workmen switch rails at transit depot. Militia used tear gas on some strikers.



WAITING FOR A RIDE, Poles line sidewalk in Lodz. Though Polish wages are low and Lodz meat workers struck recently, few openly backed tram strikers.



INFORMAL DOROTHY lounges against unplastered, unpainted walls of her family home. She reminded

Photographer Fletcher Davis of Ava Gardner, who was also discovered on a farm in North Carolina.



BEFORE RAMSHACKLE HOME, DOROTHY WHEELS

A LIVING DOLL

Long Sam's Carolina prototype

Pushing through the weed-choked boondocks near Mooresville, N.C., a couple of newspapermen looking for a fishing site found instead a lovely, long-legged girl drawing water from a well. Their delight, plus the speed of modern communication, turned Dorothy Brown into an American celebrity almost overnight.

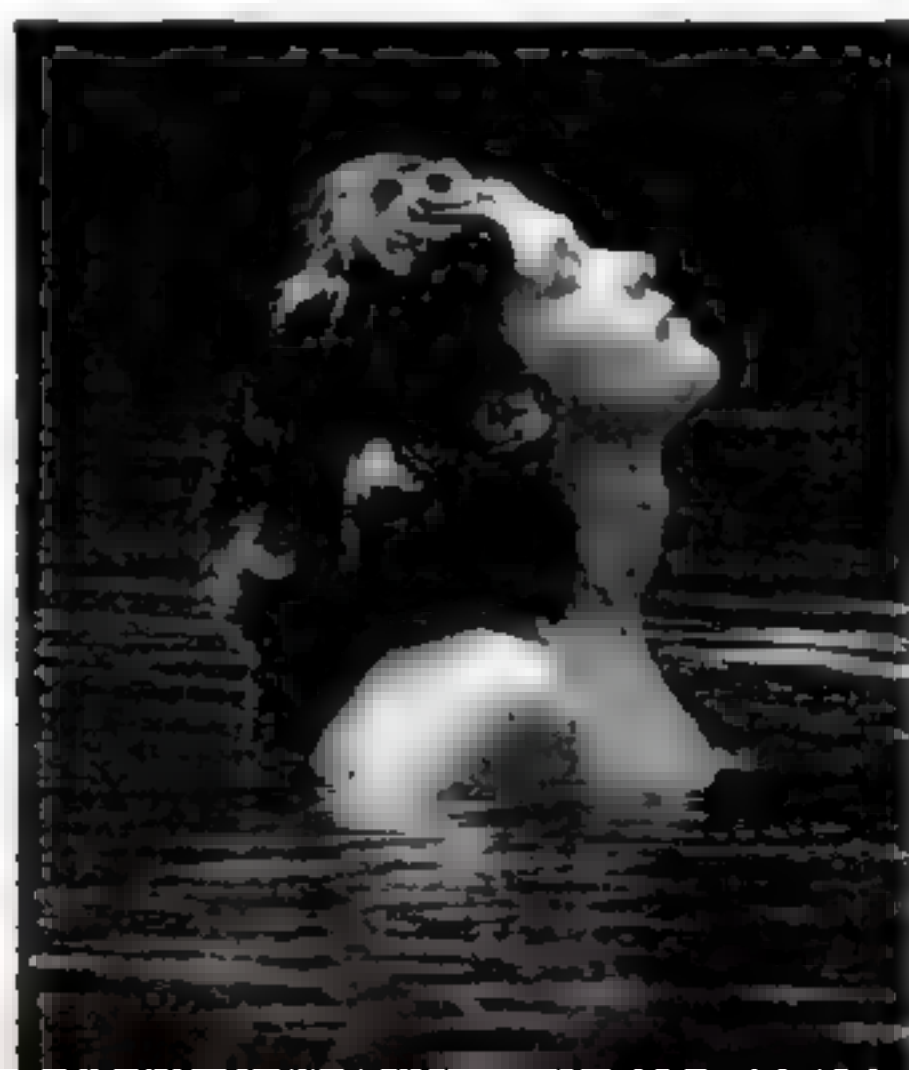
The statuesque (5' 9") girl that confronted her discoverers—Publisher Tom McKnight and Photographer Fletcher Davis of the *Mooresville Tribune*—looked remarkably like Long Sam, the mountain heroine of the Bob Lubbers-Al Capp cartoon. Like Long Sam, Dorothy is open and friendly but also packs a fine Sunday punch. One of nine children of nearly destitute parents, Dorothy had to stop school to help her family. But she longed to continue learning. "Otherwise," said Dorothy, "you can't get a good job . . . anything."

Increasingly impressed, McKnight ran a feature on Dorothy. Other papers picked up the story, especially pictures of Dorothy bathing in the river, and dubbed her "nature girl." McKnight and his wife took Dorothy into their home. A millionaire offered to back her in her studies. A week later she was on her way to New York to appear on the Ed Sullivan TV show. "Mostly," Dorothy had said, "I want to be somebody." She was off to a good start.

A HEALTHY SWEEP is applied to the family back stoop by Dorothy as brother Petey, 2, clambers up.



A COOL DIP refreshes Dorothy in a placid pool of the Catawba River, which is her favorite retreat.



A HEARTY SWING, worthy of Long Sam, splits a log as Dorothy cuts up wood for the family stove.





BROTHER PETEY AS THE OTHER CHILDREN WATCH

OF THE WILDS

turns into a winsome celebrity



"LONG SAM" IN LUBBERS AND CAPP COMIC STRIP

LUNCH WITH BANKERS finds a poised Dorothy surrounded by admiring officials of Union National



FORMAL DOROTHY displays her first party gown in Charlotte, N.C. department store that provided

her clothes. She uses no makeup except lipstick, which she learned about from a neighbor's magazine.

Bank of Charlotte in their private dining room. Bank offered to take over management of her affairs.

MEETING ED SULLIVAN, Dorothy chats engagingly before show. He paid her \$1,000 plus expenses





HOSPITAL STAFF AND FUND-RAISERS PEER WISTFULLY INTO RECEPTION ROOM WHERE BOXES OF RECENTLY DELIVERED MEDICAL SUPPLIES REMAIN UNOPENED

A HOSPITAL FINISHED BUT TOO BROKE TO OPEN



THE BUILDING which has 26 beds and most modern facilities was designed to serve 700-square-mile

area. The only other hospital near fast-growing Barstow is at Marine base which cannot treat civilians.

Barstow, Calif. (pop. 10,000) had spent three years raising half a million dollars for a modern hospital. It was built, fully equipped and staffed two months ago. Yet last week, when a pregnant lady resident was in critical condition from a ruptured appendix, she had to go 80 miles to San Bernardino for surgery.

The new hospital could not open without \$60,000 to cover three months' operating expenses until fees start coming in. The hospital treasury was nearly empty and, after all the money raising, the community was exhausted financially. With all state and federal aid funds already spent, weary city fathers started knocking on Barstow doors again hoping to get enough in contributions to open the hospital. In the fall they planned an election to give voters a chance to approve the use of city funds.



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Eight miles higher than you stand, in the peaceful purple-blue of the stratosphere, a flawless open road is almost ready for you.

So soon now, you'll skim along this wide blue highway in the DC-8 Jetliner

at a pace to rival the speed of sound, with the whims of weather far below.

On this endlessly beautiful celestial thoroughfare in the DC-8, distance will all but surrender. The earth, so small now, will shrink a good deal more. Time will tick at a different tempo.

But your rewards in the jet age will be measured by more than time and space.

Startling beauty will unfold for you . . . spectacles from the universe of stars and moon and sun, never so close to you before. And for your spirit, an unearthly sense of serenity.

It will soon be yours, this magic highway. And on its way to lift you to this thrilling new realm of flight is . . .

the Douglas DC-8 Jetliner.

*These fourteen airlines already have purchased DC-8's: Delta Air Lines • Eastern Air Lines • Japan Air Lines • KLM Royal Dutch Air Lines
National Airlines • Olympic Airways • Pan American World Airways • Panagra • Scandinavian Airlines System • Swissair • Trans-Canada Air Lines
Transports Aériens Intercontinentaux • Union Aéromaritime de Transport • United Air Lines*



Chocolate Fudge



White

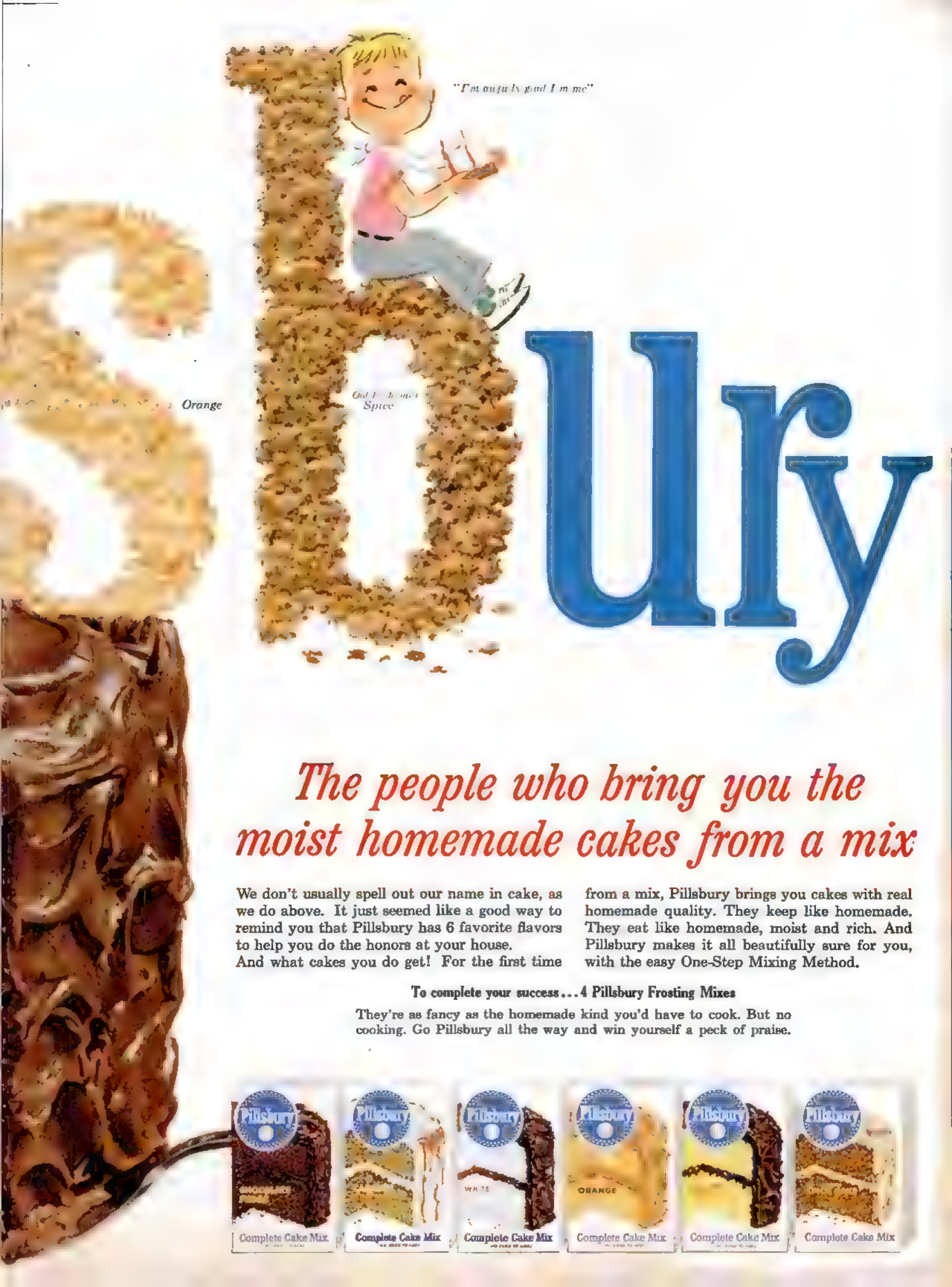


Caramel



*Golden
Yellow*





"I'm awfully glad I'm me"

Orange

Old-Fashioned
Spice

Pillsbury

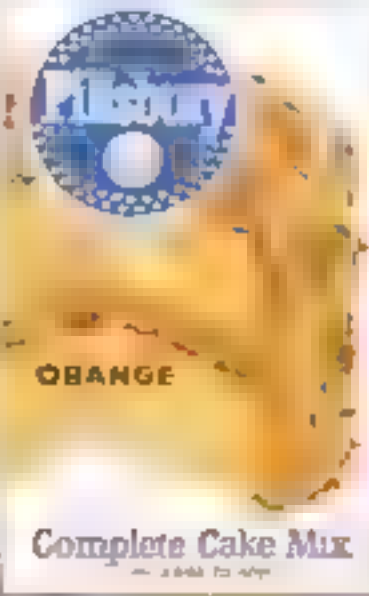
*The people who bring you the
moist homemade cakes from a mix*

We don't usually spell out our name in cake, as we do above. It just seemed like a good way to remind you that Pillsbury has 6 favorite flavors to help you do the honors at your house. And what cakes you do get! For the first time

from a mix, Pillsbury brings you cakes with real homemade quality. They keep like homemade. They eat like homemade, moist and rich. And Pillsbury makes it all beautifully sure for you, with the easy One-Step Mixing Method.

To complete your success... 4 Pillsbury Frosting Mixes

They're as fancy as the homemade kind you'd have to cook. But no cooking. Go Pillsbury all the way and win yourself a peck of praise.



Quality at your feet...



BARTON—soft, white, easy-to-clean saddle

DUKE—sturdy, soft, with easy-polishing toe

I've been healthy and happy for 53 years. Wouldn't you like to put your children in my shoes?

Again this year...

More kids are going back to school in Buster Brown Shoes than any other brand

Kids like the way Buster Browns look. Parents like the perfect way they fit. Each shoe is made over a live-foot last, and fitted only by authorized retailers, using

Buster Brown's exclusive 6-Point Fitting Plan. Another thing parents like: the quality materials and workmanship we put into Buster Browns make them wear better.



Buster Brown Division, Brown Shoe Company, St. Louis

BUSTER BROWN®

The shoes for the child shape the feet for a lifetime

5⁹⁵ to 7⁹⁵
Priced according to size
Higher Denver West



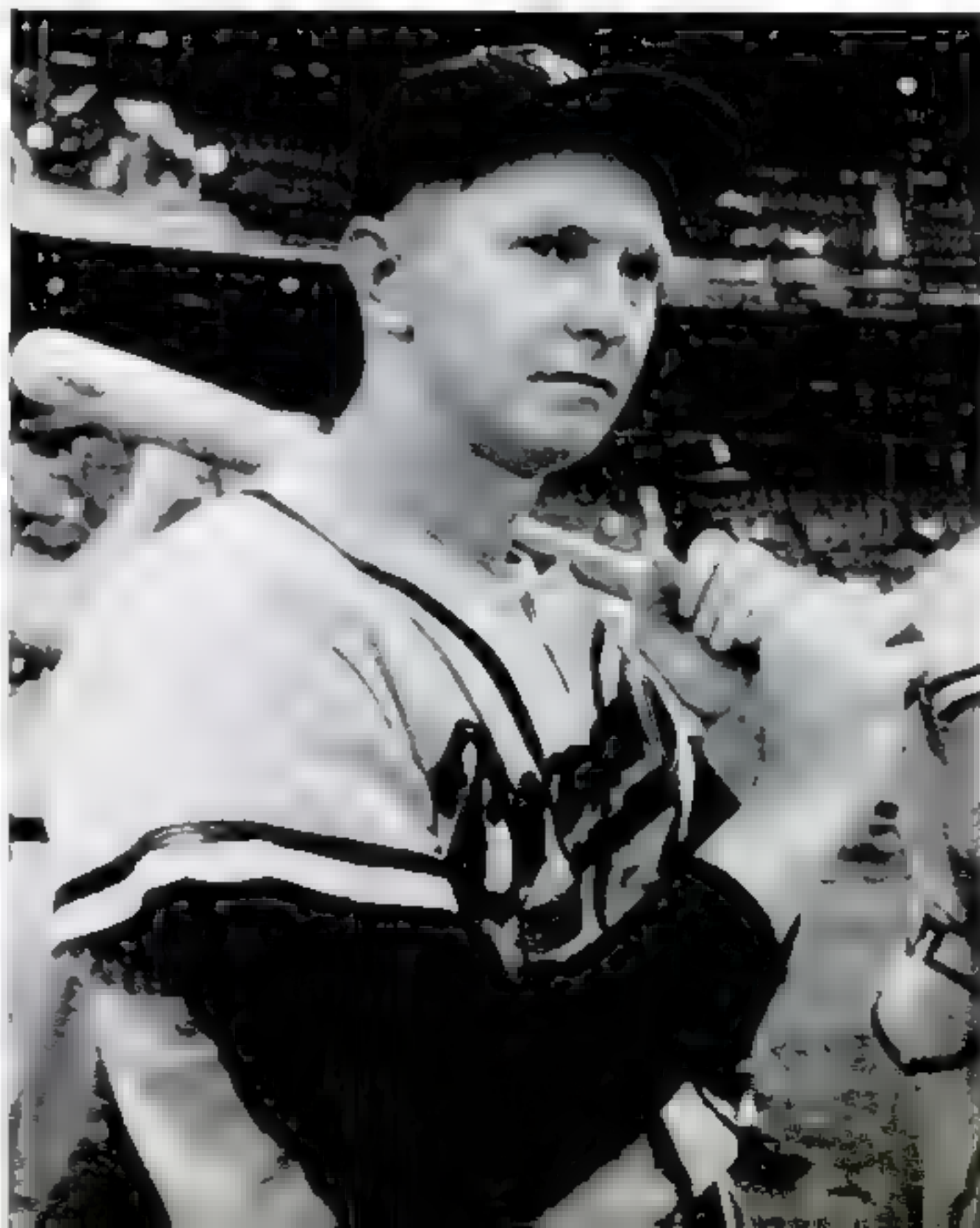
WITH BRAVES FAR AHEAD IN RACE, MILWAUKEE WORKERS PULL FROM STORAGE A 30-FOOT INDIAN, PART OF LAST YEAR'S UNUSED WORLD SERIES DECORATIONS

THE NO. 1 BRAVES AND NEW NO. 1 BRAVE

The National League's wildest pennant race (*LIFE*, July 22) had suddenly turned into a one-team romp. While the Milwaukee Braves were winning 10 in a row, the second-division teams were giving the other contenders a series of stunning trouncings and the Braves were $8\frac{1}{2}$ games ahead last weekend. The lead provoked a burst of civic optimism (*above*) although many local fans, mindful of their disappointment in 1956 when the Braves tossed away the pennant in the last week, were very cautious in talking of a World Series. But there was a big difference between today's and last year's Braves—Red Schoendienst. A polished second baseman of 34, Schoendienst bolsters the Braves with his bat, glove and old pro confidence. As a field leader he has put life into a mechanically sound but uninspired team. He calls defensive signals and calms nervous pitchers. Said Cincinnati Manager Birdie Tebbetts, "If Milwaukee wins, people won't have to look far to find the league's most valuable player."

NEW MILWAUKEE HERO. Red Schoendienst awaits turn in batting cage. An all-star second baseman in nine of 13 seasons, he came to Braves in trade last June.

CONTINUED





DATES WAIT...for the man who smokes

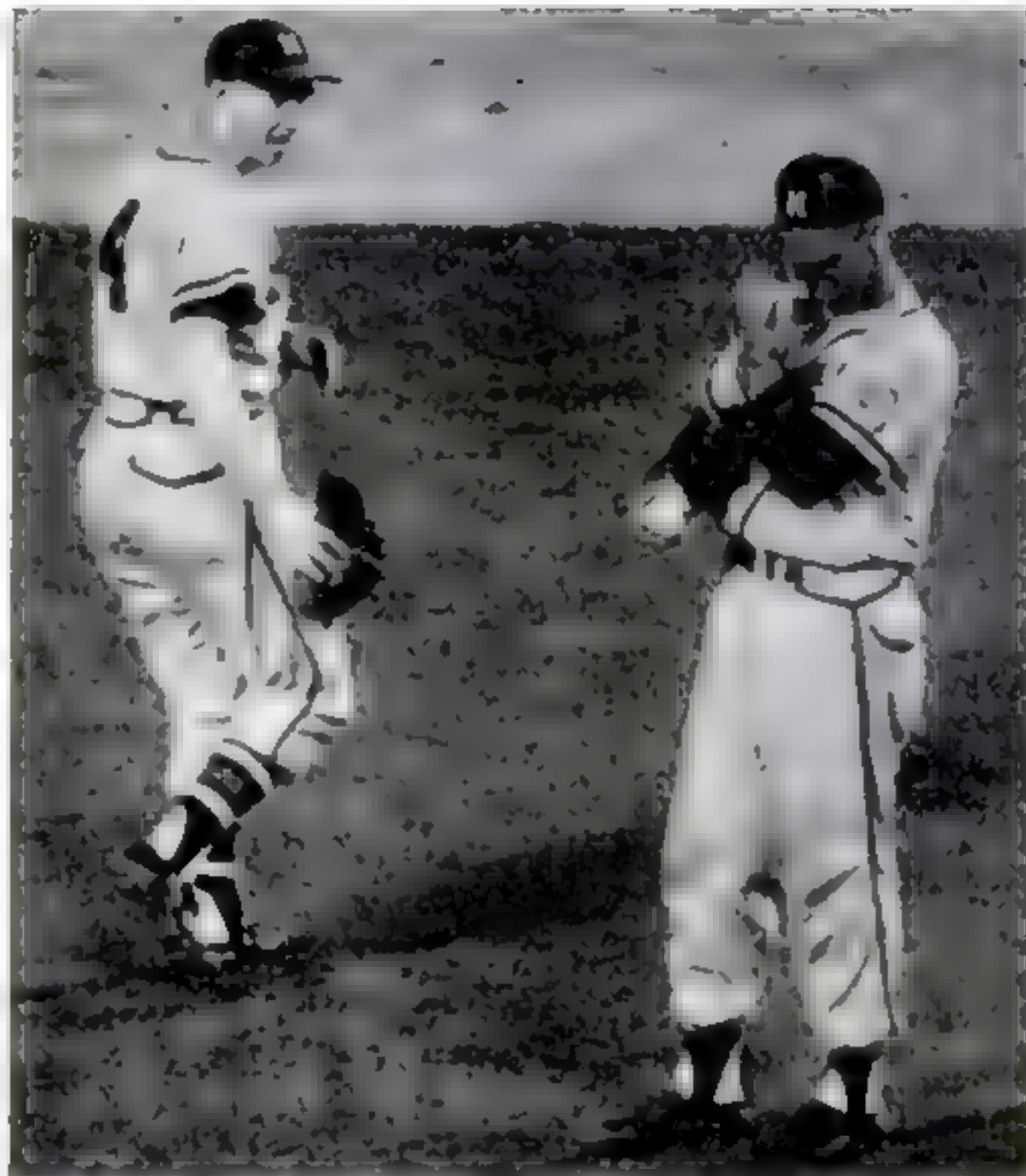
Dutch Masters

Naturally, dates wait, beauties radiate, and queens abdicate for the man who smokes The Fine Cigar! Oh yes, all's well for the man who smokes Dutch Masters! Put a glow in your life with this luxuriously mild fine cigar. Seven shapes to suit your taste—from 2 for just 25c to 25c each. Will wonders never cease!

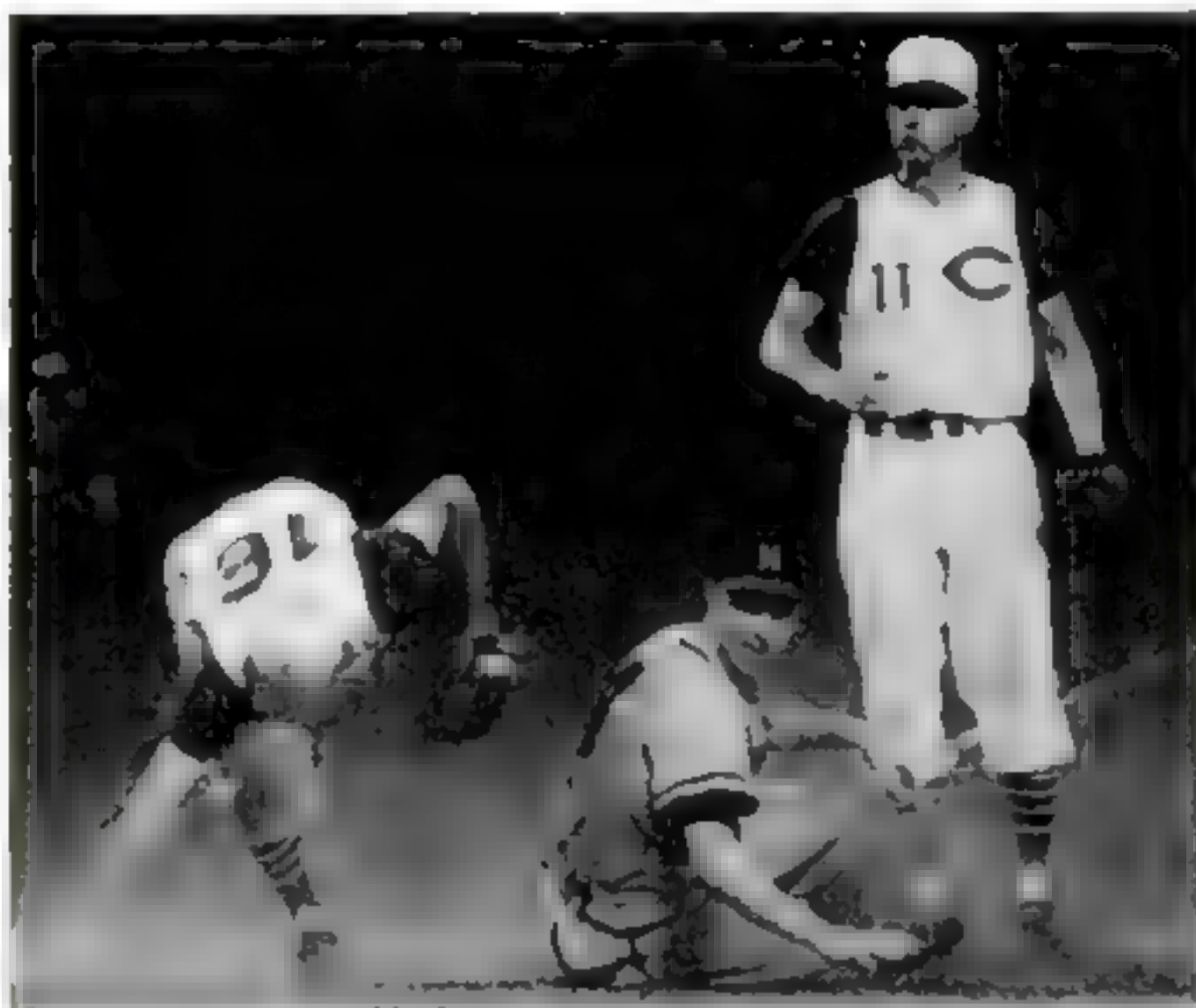
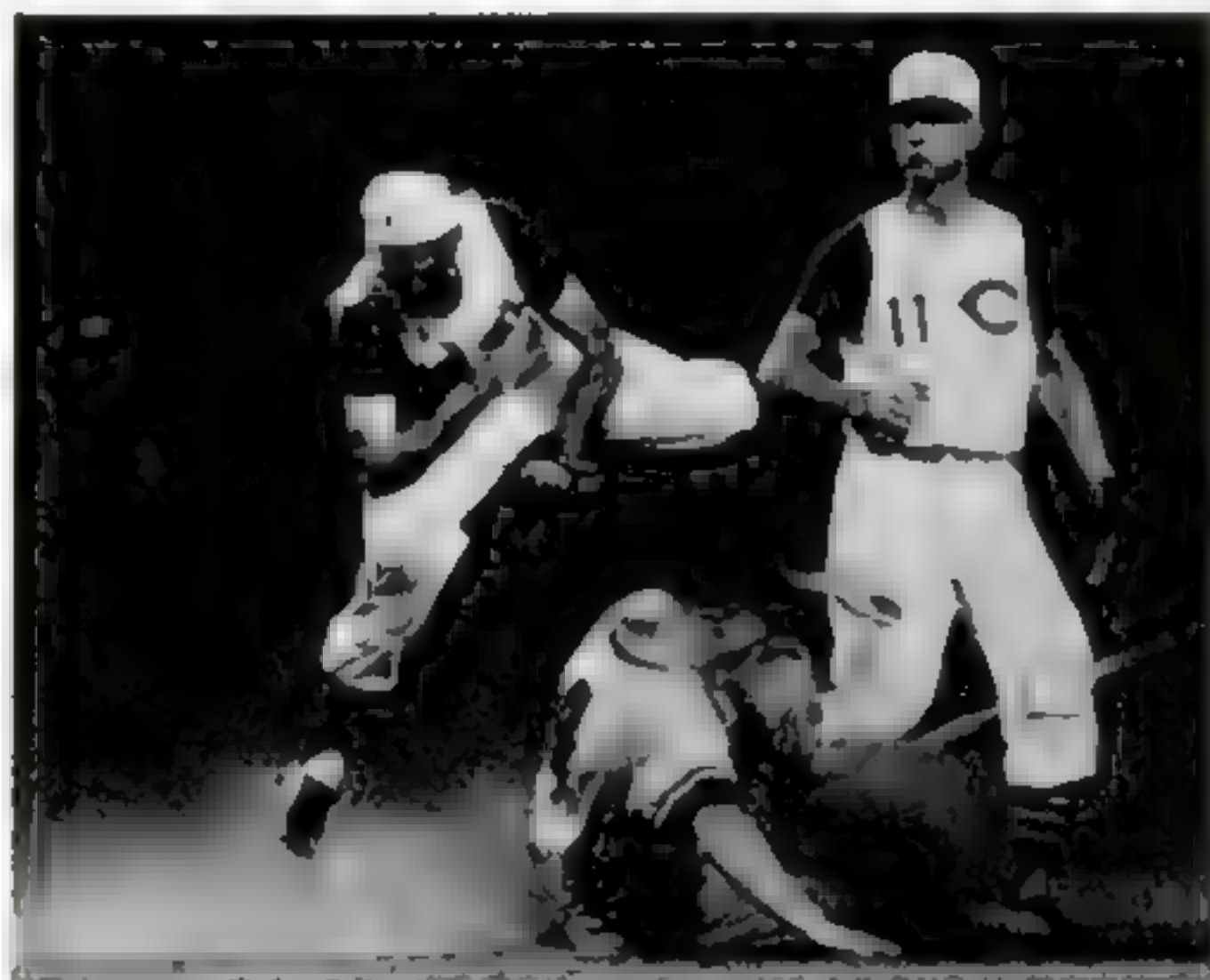


Copy, 1957, Consolidated Cigar Sales Co., Inc.

Braves CONTINUED

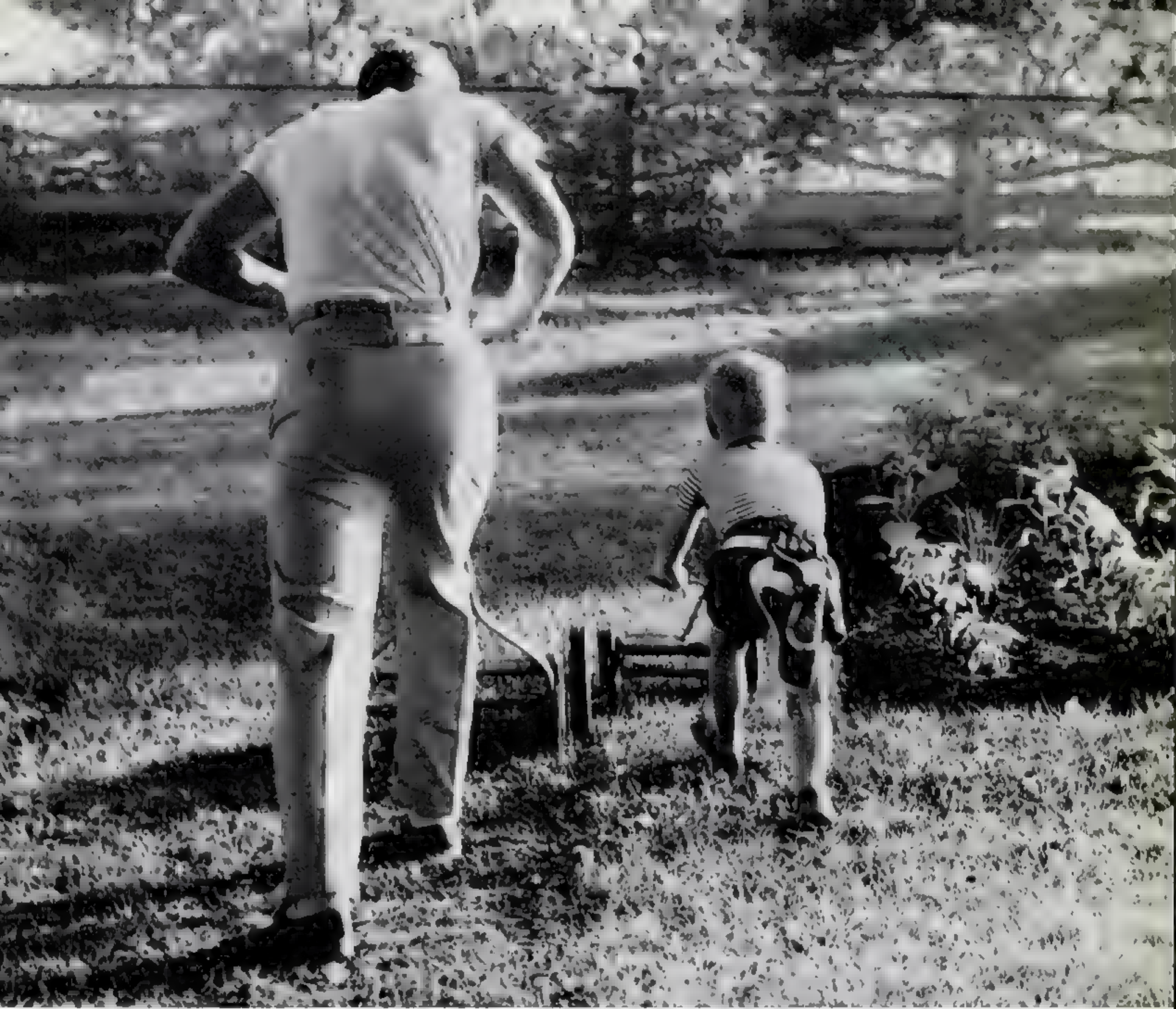


ENCOURAGING A PITCHER, Schoendienst (left) barks at Milwaukee's biggest winner, Bob Buhl, in trouble after the Reds had hit pair of homers.



SPILLING A FIELDER to break up double play, Schoendienst slides into second, spoiling Johnny Temple's throw as Reds' shortstop McMillan watches.

CONTINUED



How to buy \$10,000 more life insurance on a "do-it-yourself" budget!

New York Life's Whole Life policy gives your family at least \$10,000 protection today . . . builds high cash values for an emergency or for a lifetime retirement income . . . all at very low premiums.

If you're a home handyman not only because you enjoy it but, more important, because it helps stretch the budget, too . . . then New York Life's Whole Life policy is for you.

Whole Life gives your wife and children the extra financial protection every man wants his family to have at a premium most every family should be able to afford. It assures your beneficiaries immediate cash, if you should die. If you live, Whole Life steadily builds high cash and loan

values that give you a backlog for an emergency. When you reach retirement age, your Whole Life policy can pay you a regular monthly income for the rest of your life!

Best of all, premiums are remarkably low. Whole Life's \$10,000 minimum face amount permits savings which are passed along to you. Issued at age 25 for example, the regular monthly premium for Whole Life is only \$15.50. Issued at age 35, it's \$20.80 and at 45, \$29.70. Under Check-O-Matic®, New York Life's special monthly premium payment plan, the premium is only \$14.95 issued at age 25, \$20.05 at age 35, and \$28.60 at age 45. And dividends can be used to reduce payments even further.

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plete details. So why not make your family's security another do-it-yourself project and call him right away? Or send a postcard to the address below.

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The Scotch with Character

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Braves CONTINUED



BIG THREE of Braves' pitching staff, Lew Burdette (left), Bob Buhl (center) and Warren Spahn, breakfast at their hotel. Trio has won over 40 games.

MANAGER SMILES—WITH REASON

There were other reasons besides Schoendienst for the smile on the usually dour face of Manager Fred Haney. Milwaukee's pitching was beginning to justify its rating as the league's best. Hank Aaron (LIFE, July 22) was a strong bet to lead the league in hitting, homers and RBIs. Supposedly weak in substitutes, the Braves had found slick replacements for crippled stars. But Haney was more reluctant than anyone to talk pennant. He remembers that only a month ago, after a humiliating defeat, fans now loud in their praises hanged him in effigy.



RELAXED MANAGER Fred Haney watches rival Cincinnati warm up before game. Braves went on the field to take their 14th out of 16 from the Redlegs.

Special Offer

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**3 AUTHENTIC
UNBREAKABLE**

Apothecary Jars

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for only **\$1.00**

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Halo Shampoo OR Palmolive Rapid-Shave



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Authentic Reproductions in miniature of the giant, colorful jars that once graced the shelves of old-time Apothecary Shops! Made of unbreakable, ivory-tinted plastic highlighted with gold-color leaf designs, each set features 3 sizes: approx. 5", 4" and 3½" high.

Worth \$3.50—Colgate-Palmolive makes it possible for you to get this set of 3 Apothecary Jars for only \$1 plus carton end-flaps or sales receipt from any size Colgate Dental Cream, Halo Shampoo, Palmolive Rapid-Shave or any other Colgate-Palmolive toiletry.



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Please send me, postpaid, _____ Set(s) of three Apothecary Jars as described. For each set ordered, I enclose a one-dollar bill (no stamps, please) and carton end-flaps or sales receipt from any size Colgate Dental Cream, Halo Shampoo, Palmolive Rapid-Shave or any other Colgate-Palmolive toiletry.

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Offer good in Continental U.S.A. only—except where legally prohibited. Allow two weeks for delivery.

New! These favorite natural cheeses



NATURALLY FROM KRAFT

sliced by Kraft

So handy, so good. Sealed in keep-fresh packages. No rind. No drying out. Sliced just the right thickness for sandwiches.

1. Swiss. This is truly fine natural Swiss cheese that Kraft brings you with real fresh-cut goodness in every tender morsel. Rich, nut-like flavor. The cheese that belongs with beverages. Just taste it!

2. Old-Fashioned American. Here's real old-time "store cheese", all sliced for snacking or husky sandwiches. Kraft gives you natural cheddar that's sharp aged or mellow, as you like it. Great eatin' cheese with fruit or pie, too!

3. Muenster. It's a real rathskeller cheese. Kraft Natural Muenster is a fairly robust, German-type cheese, traditionally served with dark bread and beverages. Sealed to keep every morsel tender-fresh. So handy to have on hand!

4. Brick. Kraft Natural Brick Cheese has a mellow cured flavor similar to Muenster, but a little milder. With pumpernickel and a bit of mustard it's the perfect partner for beverages. Try it in hot toasted sandwiches, too.

5. Caraway. A spicy Scandinavian-type cheese. Kraft Natural Caraway Cheese is studded with the savory seeds. This cheese is known as "Kuminost" in Denmark and Sweden where it's beloved for sandwiches. Also grand with fruit.

6. Provolone. Another Italian-type cheese with a deep, smoky richness. Provolone originally comes in a sausage or round shape. Now Kraft brings you neat round slices for snacks and sandwiches. Try it either cold or grilled.

7. Mozzarella. This is the cheese for homemade pizza! Kraft Natural Mozzarella, all sliced, melts at just the right temperature with just the right texture and flavor for perfect pizza. Grand on other Italian dishes, too!

They're the "good time eatin' cheeses"—beloved in so many corners of the globe, because they are the natural companions of crusty bread, beverages, pizza, crackers.

The kind of cheeses that belong with fun times at your house. And now Kraft has sliced them for you—and sealed them in special packages (6 and 8 ounces) that

save refrigerator space and protect their *original goodness*. Every slice the right thickness for sandwiches!

Sample several of these Kraft varieties this very week. Now that you don't have to buy a "hunk", you'll enjoy these wonderful natural cheeses often. See the whole array of Kraft Natural Sliced Cheeses at your grocer's.

THE FINEST OF NATURAL CHEESES

“Mom always says —
any cereal assortment ... as long as it's
Post-Tens!”



MOTHER'S BIGGEST LITTLE HELPER is Post-Tens. Lets you choose just the cereal you want—when you want it. Roasted, toasted, popped or puffed . . . seven delicious cereals, fresh as morning. We say *anybody* can please *everybody*—with Post-Tens.



“ALL POST CEREALS HAPPEN TO BE JUST A LITTLE BIT BETTER”



The Breakfast Foods of General Foods



SWARMING OVER MBOSCORRO CREEK WHERE AMBO FOUND GOLD, MEN, WOMEN AND CHILDREN USE WASHBASINS AND SHOVELS TO SCOOP UP THE WET SAND

A GOLD RUSH IN THE JUNGLE



CRUDE SLUICE, made on advice of government expert, is used to facilitate sifting of sand for gold.

An African creek is a rich find for everyone except its finder

It all started one day last March when a young African tribesman named David Ambo stopped by a jungle creek in the French Cameroons for a drink of water to wash down a meal of fresh snails. As Ambo scooped away the sand in the creek he saw the glitter of gold. Word spread and a small gold rush was on. Though the whole French colony produced only 29 pounds of gold last year, the Ambo find has already produced more than 440 pounds.

Despite the rush of 2,200 Baya and Kaka tribesmen into the creek, they have taken to their new riches with great restraint. Not a single incident of theft, violence or dispute over mining claims has been reported. Most of the prospectors seem content to stop as soon as they have found enough gold to buy a few things they covet most. The only man who has not benefited is David Ambo himself. Warned by a friend that a man who actually discovers a gold field must not touch it himself "or the spirits will make him die," Ambo stands wistfully by and watches his neighbors get rich.



DISAPPOINTED DISCOVERER, David Ambo stands by as others dig up gold he is afraid to touch.

LET'S EAT OUTSIDE

*Barbecue Hint:
Turn meat with
tongs - never pierce
with fork, which
releases juices.*



The
Best
Orange
Soft
Drink
Ever
Made

Norbit's

MADE FROM REAL ORANGES

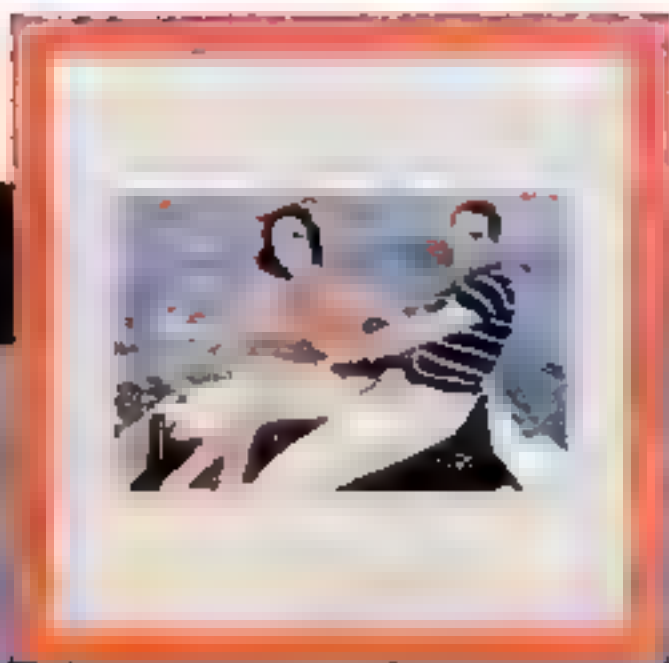
CASHING IN. natives line up to sell their gold nuggets and dust to government officials who weigh their finds. The gold is shipped off to France.



PROUD POSSESSIONS. a loud shirt and a new bicycle which is too large for his hut, are displayed by native who bought them with income from gold.



RICH HOUSEWIFE has converted her mining income into a sewing machine. About a fourth of the gold finds its way into the native black market.



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Relive your vacation in sparkling pictures 4 feet wide

You're back on vacation—in magnificent, life-size color pictures—when you project your Kodak color slides.

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Use world-famous *Kodachrome* or super-fast *Ektachrome* Film. Both give you color slides of breathtaking brilliance. Both are sold everywhere. Processing is available through your dealer (including Kodachrome processing by Kodak).

How to get off to a flying start! Kodak Pony 135 Camera has fast f/3.5 lens, 1/300 flash shutter, rapid loading, simplified "color-marked" settings. Only \$36.50. For big, bright color slide shows, choose the new Kodak 300 Projector, only \$64.50. Complete Camera-Projector Outfit, \$100. See them demonstrated at your photo dealer's—buy for as little as 10% down. They're made by Kodak—so you know they're good! (Prices are list, include Federal Tax and are subject to change without notice.)



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AMBER HAZE! THE NEW COLOR IN CLOTHES!

Pick Kerrybrooke styles in one lush color like new Amber Haze...match everything to it...shoes, bag, the works! Bulky-knit, pure wool sweater has raglan sleeves. Also in navy or black. Sizes 32-40. **6.98**. All wool block plaid skirt, brushed mohair decoration, belt included. Also in navy with red or blue with black. Sizes 8-18. **10.98**. Beautiful dress shoes in textured leather with new low and slender heels. Briarwood brown or black. **9.98**.



GENTLEMEN TAKE TO THE IVY LOOK!

The influence is Ivy in Fashioned-Tailored 3-button wool sport coat in grays or browns. Flap pockets, back vent. Regulars 35-42, Longs 37-42. **24.95**. Flannel trousers of 30% Aerlan*, 70% wool. All fall colors. Waists 28-42. **10.95**. Button-down cotton Oxford cloth Ivy dress shirt. Neck sizes 14-17. Sleeves 32-35. **3.98**. Pilgrim necktie of pure silk rep in Ivy stripes. **1.50**. Slip-on Brogues with watch strap trim. Black or mahogany polished leather. **9.98**.



More Kerrybrooke styles to wear with Amber Haze

A. Soft combed Pima cotton shirt with poet's collar, roll-up sleeves. **2.98**. B. Shiny brass buttons trim the cuffs on these square toe, square heel slip-ons. Soft-textured grain leather. Brown, or black, or in gray suede. **3.98**. C. Double clutch bag of "softer" cowhide comes in 7 colors. **1.98** plus tax. D. Pure silk foulard square scarf has handrolled edges. **1.98**. E. Profile hat with stitched brim and grosgrain ribbon trim is made of soft wool felt. Choose it in amber haze, black, navy, red, medium gray or white. **2.98**. F. Tradition costume jewelry, gold or silver finish in matching pieces: clip-on earrings, tag bracelet and tag necklace. **1.00** each, plus tax. G. Adagio flats with new calypso heels are very light and soft. In suede-like red or gray bambi or black brushed leather. **6.98**.

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Pilgrim accessories and Gold Bond shoes

A. Ivy striped washable sweater-shirt of 50% Orion**—50% wool. Rib knit collar and cuffs. All popular sizes. 4 smart color combinations. **5.95**. B. Extra-soft, high-bulk Orion sweater comes in 11 different colors, all sizes. **4.98**. Orion socks to match sweater, sizes 10-13. **98¢**. C. New Ivy boots with shag leather uppers, plantation crepe soles and heels. Rust, sand or black. **8.98**. D. Cotton and Dacron** flannel shirt in plaids, stripes and checks. Sanforized, washfast. Proportioned-fit sizes, sleeves 32-35. **3.98**. E. Smart Ivy-styled shoes with extended hard heel, back strap and buckle. Mahogany or black. **9.98**. F. Thunderbird-styled rayon sport shirt. Plaids or stripes in completely washfast locked-in Coloray® colors. Proportioned-fit sizes, sleeves 32-35. **4.98**.

*Chemstrand acrylic fiber **DuPont Orion acrylic and Dacron polyester fibers

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SHEAFFER'S

NEW BALLPOINT
WITH EXCLUSIVE

STERLING SILVER TIP

writes longer than any
ballpoint ever made!

Know what causes most ballpoint failures—skipping, spurting, short life? Corrosion at the tip. Know the metal that ballpoint ink can't corrode? Sterling silver. Genuine sterling silver. Not silver plate, not brass. Sterling. And only Sheaffer gives it to you in this great new ballpoint.

Sounds expensive, doesn't it? Fact

is, however, you save money with a Sheaffer. You save the actual difference between the cost of five ordinary refills and the one Sheaffer unit that will outlast them all. Good deal?

Dropping modesty for a moment. This is the best ballpoint anyone knows how to make. It's yours for the asking. Isn't today a good day?

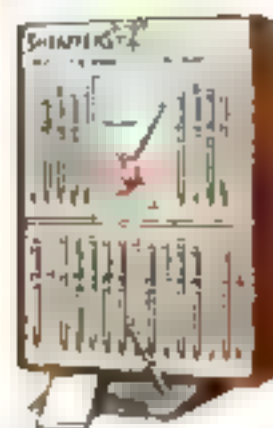
NEW! All-metal models in 6 iridescent colors! Smartly styled!

NEW! Transparent unit! Capacity you can see!

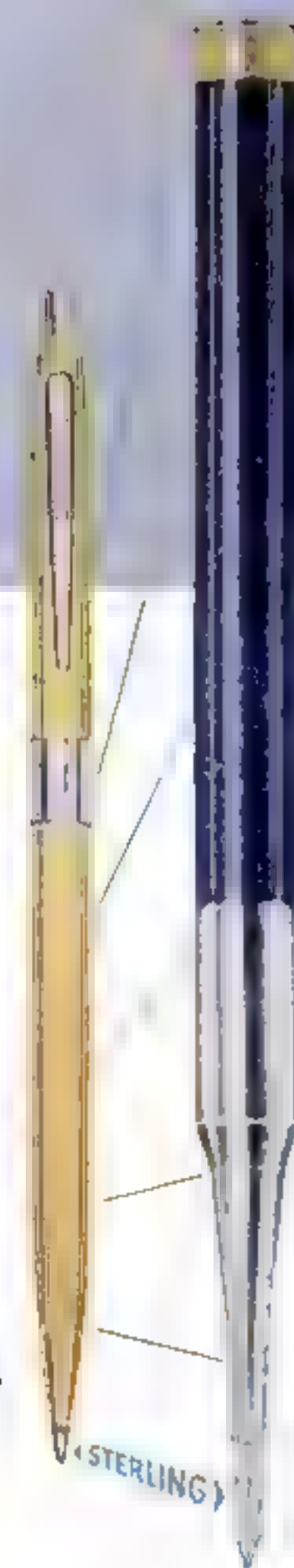
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Look for this colorful display every where. Select your color: gold, silver, blue, green, rose, copper



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HARDEST HIT OF ALL OKLAHOMA RANCHERS, BILL JUDY STANDS BY AS FIRE CONSUMES ONE OF 47 HEAD OF CATTLE HE HAS LOST TO ANTHRAX IN THREE WEEKS

PYRES FOR CATTLE IN PLAGUE OF ANTHRAX

On the grasslands of northeast Oklahoma, livestock owners were making pyres for their cattle. The beasts were victims of anthrax, a disease so deadly it killed most animals within two hours after they drank from contaminated ponds, and so infectious that the dead cattle had to be burned as soon as they dropped. Anthrax bacilli, generally present in dormant state in dry Oklahoma soil, were washed into normally safe water holes by unusually heavy rains, then were activated by the summer sun. As livestock markets closed and \$100,000 worth of milk was dumped, veterinarians from four states rushed in to inject preventive vaccine into every domestic animal in a quarantined area of 830 square miles.

DEAD COW is cut open for an autopsy by federal and state veterinarians who will examine spleen for anthrax bacilli to make official record of spread of disease.





PANICKY PIGS try to escape Veterinarian Bert Briscoe as he prepares to vaccinate them. Disease

affects all warm-blooded domestic animals. Sheep, hogs and horses, as well as 550 cattle, have died



EXHAUSTED VETERINARIAN, Dr. William Meloney, naps at emergency headquarters in sale barn

at Welch, Okla. Working 14 to 24 hours per day, he and colleagues vaccinated 120,000 healthy animals.



SICK CALF is injected with vaccine by Bill Judy to help the calf withstand disease



ONLY HUMAN CASE in this outbreak. Ruel H. L. Shorter shows arm sore to Dr. L. C. Crow. Apparently he had been exposed to anthrax when he had a sore on his arm.



STARTING A FIRE enough to destroy land in a dead cow, Cordell Gons burns up or repurposes

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WHEN you meet your Schlitzchums at your favorite tavern with Schlitz for good company . . . you've got a Schlitzfest!

Today's Schlitz is adult refreshment. Paced to modern leisure. Sits light because it's Schlitzlight. You drink more of it without feeling full.

Be Schlitzfestive tonight! Join your friends in a glass or two of light, refreshing Schlitz. A just reward for labor. Or just for fun.



SCHLITZLIGHT . . . kiss of the hops
Never bitter. No aftertaste. Sits light, Schlitzlight. No heaviness, even with meals

SCHLITZKEPT . . . air free

Like peeled fruit, beer loses flavor when exposed to air. So Schlitz is brewed air-free, air-sealed.



SCHLITZNESS . . . continuous quality
Your tavern keeper will tell you Schlitz is the most dependable beer brewed. The world's best seller!

The Beer That Made Milwaukee Famous
© 1957 Schlitz Brewing Company, Milwaukee, Wis.,
Brooklyn, N.Y., Los Angeles, Ca., Kansas City, Mo.

Be a Schlitzer...Be refreshed



BIRDLIKE FIGURES ADORN COLUMNS OF A MILE-LONG ARBOR ALONG ROAD LEADING UP TO HEARST'S SAN SIMEON (BACKGROUND)

A UNIQUE TOUR OF SAN SIMEON

Photographed for LIFE by GJON MILI

Cradled against California's Santa Lucia Mountains midway between Los Angeles and San Francisco rests San Simeon, the ornate palace of the late newspaper publisher, William Randolph Hearst. By virtue of its isolation and a blending of myth and fact about its powerful proprietor, San Simeon was, even during Hearst's lifetime, the most mysterious estate in America. Since his death in 1951 the cluster of great houses (*right*), built into the rugged hillside, has echoed empty. But now the Hearsts are giving San Simeon to the state of California, and tourists, starting

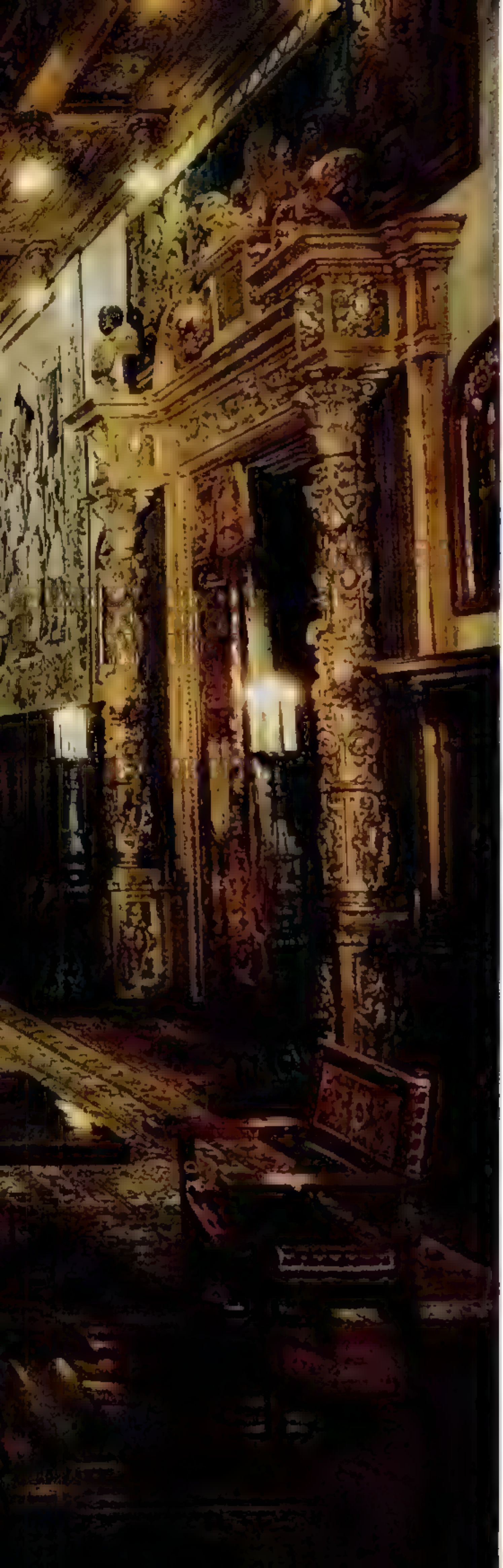
next spring, will be permitted to walk the grounds and see most of the treasures previewed in the exclusive photographs on these 12 pages.

Hearst was possibly the world's most insatiable private art buyer, and his collection was estimated to have cost \$50 million. Once he had two monasteries crated and shipped to the U.S. from Spain. Another time he imported a 15th Century arched ceiling and then built a room at San Simeon to suit it. Much of the Hearst collection has been sold or is awaiting sale. Of what is left, San Simeon remains a breath-taking repository.

TOWERED MAIN HOUSE ("LA CASA GRANDE") RISES ABOVE OUTDOOR POOL WITH OVAL COLONNADE →







SAN SIMEON CONTINUED



VELVET DRAPERIES (above) mark entrance leading to San Simeon's great assembly room (left). At the center of each curtain appears an 18th Century Italian cardinal's coat of arms showing three heads on a background of silvered silk.



MASSIVE FIREPLACE in assembly room is topped by eight foot bas relief, a French Renaissance marble overmantel which was formerly in the Stanford White collection. The marble busts are by a French sculptor of the 17th Century.

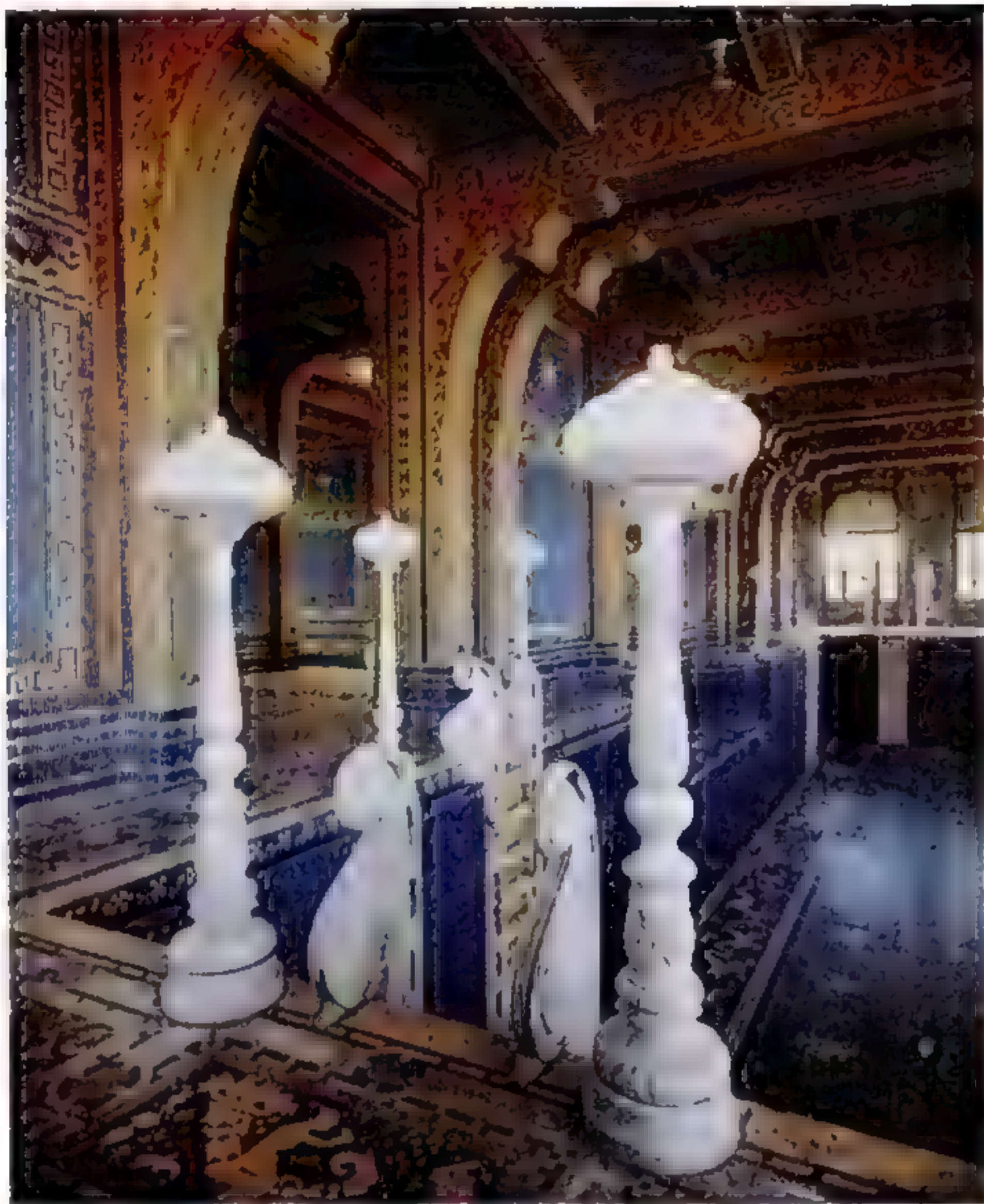
ASSEMBLY ROOM is noted for its Flemish tapestries. Its fireplace (left) and main door (right) are shown in close-ups above. Every night before dinner Hearst sat at the end of the room nearest camera and received his guests one by one.

CONTINUED

CLASSIC BEAUTY at San Simeon is exemplified by 105-foot-long Neptune Pool, bottom of which is decorated with a tremendous mosaic of green and white marble. Temple at left is authentic Roman. It was shipped in crates from Rome and assembled at estate. Group on the temple face or entablature is a copy of Roman sculpture.

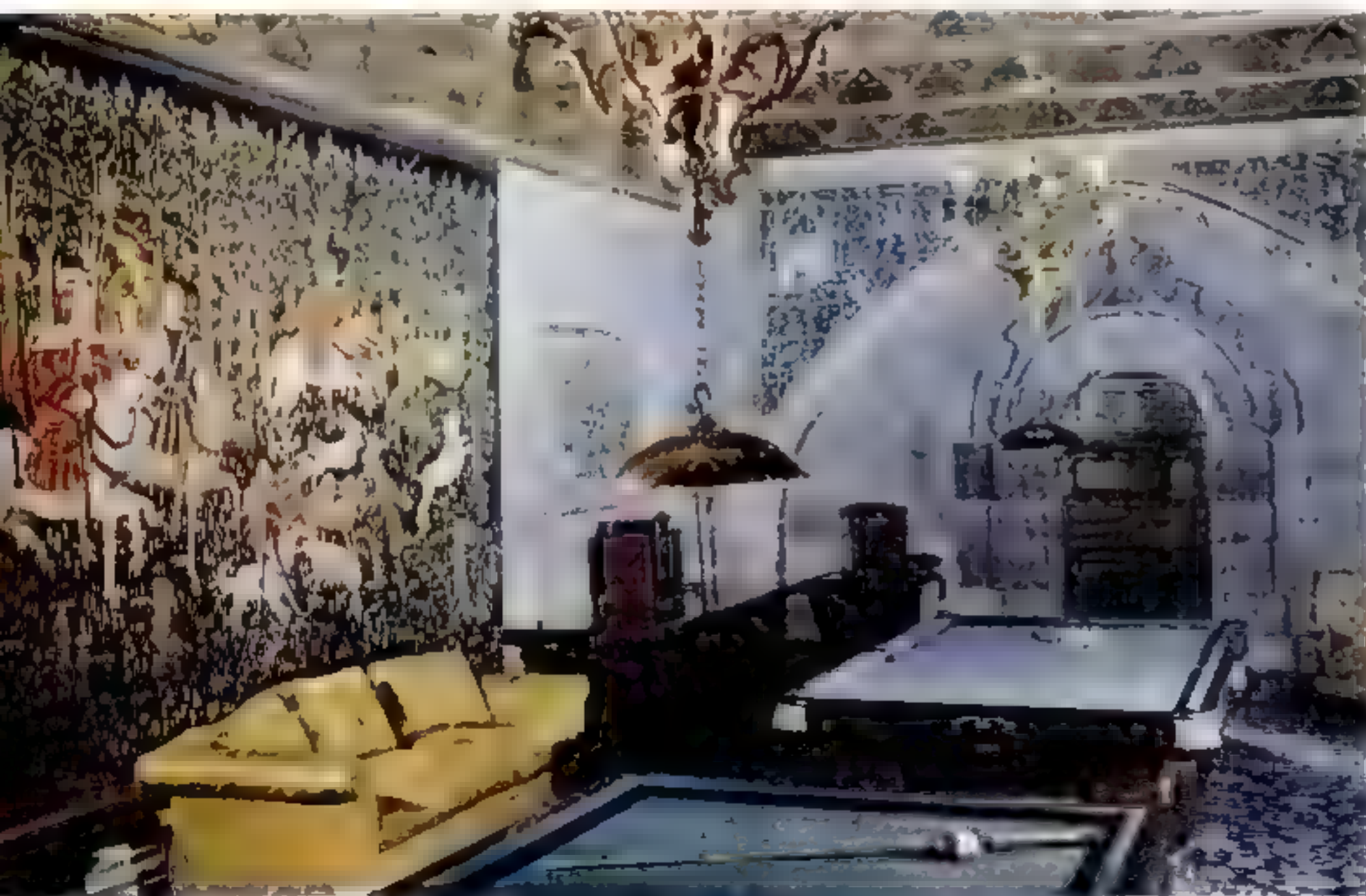






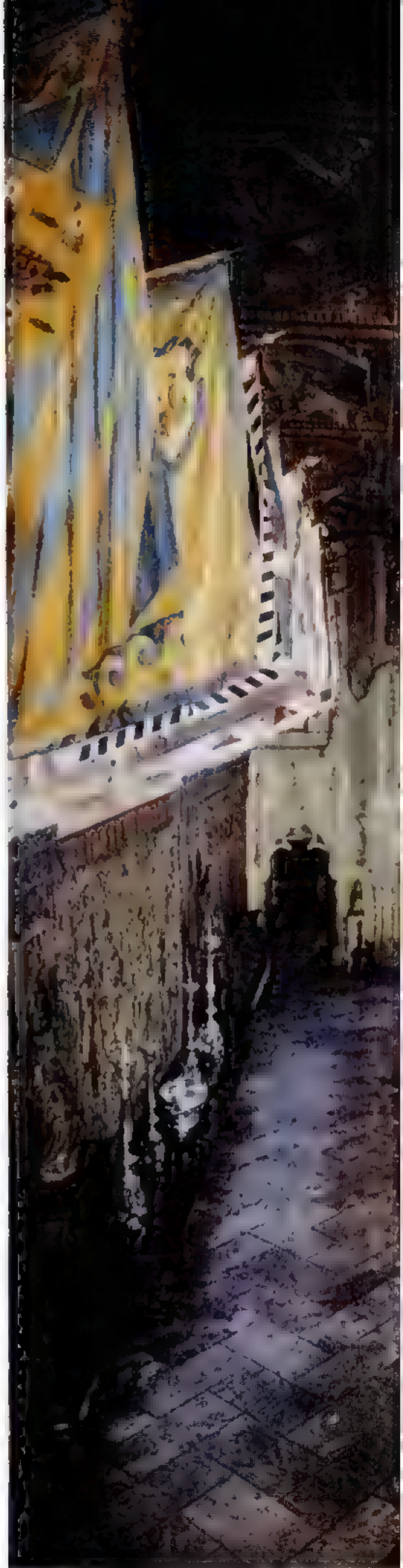
INDOOR SALT-WATER POOL in La Casa Grande is 84 feet long, adjoins a smaller, similar pool for children. Pool was built at a cost of \$1

million by Italian artisans working for three and a half years. The gold mosaic work has 144 pieces per square foot. The marble objects are lighting fixtures.



BILLIARD ROOM was provided for the guests. Hearst himself played occasionally. At left is tapestry of the French Gothic period, called *The Hunt*.

THE REFECTORY, patterned after a monastery dining hall, is hung with Sienese banners. Table as shown seats 22, but 100 used hall on big occasions.





GOTHIC STUDY was Hearst's favorite retreat at San Simeon and he received few callers here. The arched ceiling is Spanish Gothic; lanterns date from 18th Century.

CAMPING OUT IN SPLENDOR

Whenever Hearst was in residence, San Simeon was jammed with guests, as many as 100 at a time. The guests could roam around as they chose; there were abundant athletic facilities including an indoor salt-water swimming pool (*opposite*). In the evenings they gathered for the single command performance of the day, a late dinner with Mr. Hearst in the great refectory (*center*). In this elegant and baronial setting Hearst insisted on using paper napkins and having bottled catsup on the table, both reminders of his youth when San Simeon had been a family camp and everyone slept in tents. Each night Hearst led the guests to his private theater (*below*) and showed movies he had ordered shipped in from Hollywood.



PRIVATE THEATER was used nightly for the screening of movies but Hearst occasionally presented theatrical entertainment on the stage. Hearst sat in the front row next to the phone.

CONTINUED



HEARST'S BED, made of oak, is in one of the three guest houses at San Simeon and is the last that Hearst used before moving to Beverly Hills where he died. Hanging over the bed is a baldachin, a rich Oriental canopy of the type often used in ecclesiastical processions and placed on altars. One of Hearst's special interests as a collector was various depictions of the Madonna, and the picture over his bed is one of many such found at San Simeon.

HEARST'S DRESSER in his room in the Gothic Suite in the main house at San Simeon holds still another Madonna, this one from the 14th Century, and a wooden statuette of the Virgin and Child. The photograph hanging at left is of Hearst's mother, Phoebe Apperson Hearst, who played an enormous role in the shaping of her son's interests, including his appreciation of art. Reflected in the mirror is a sketch of Hearst's grandmother and grandfather.



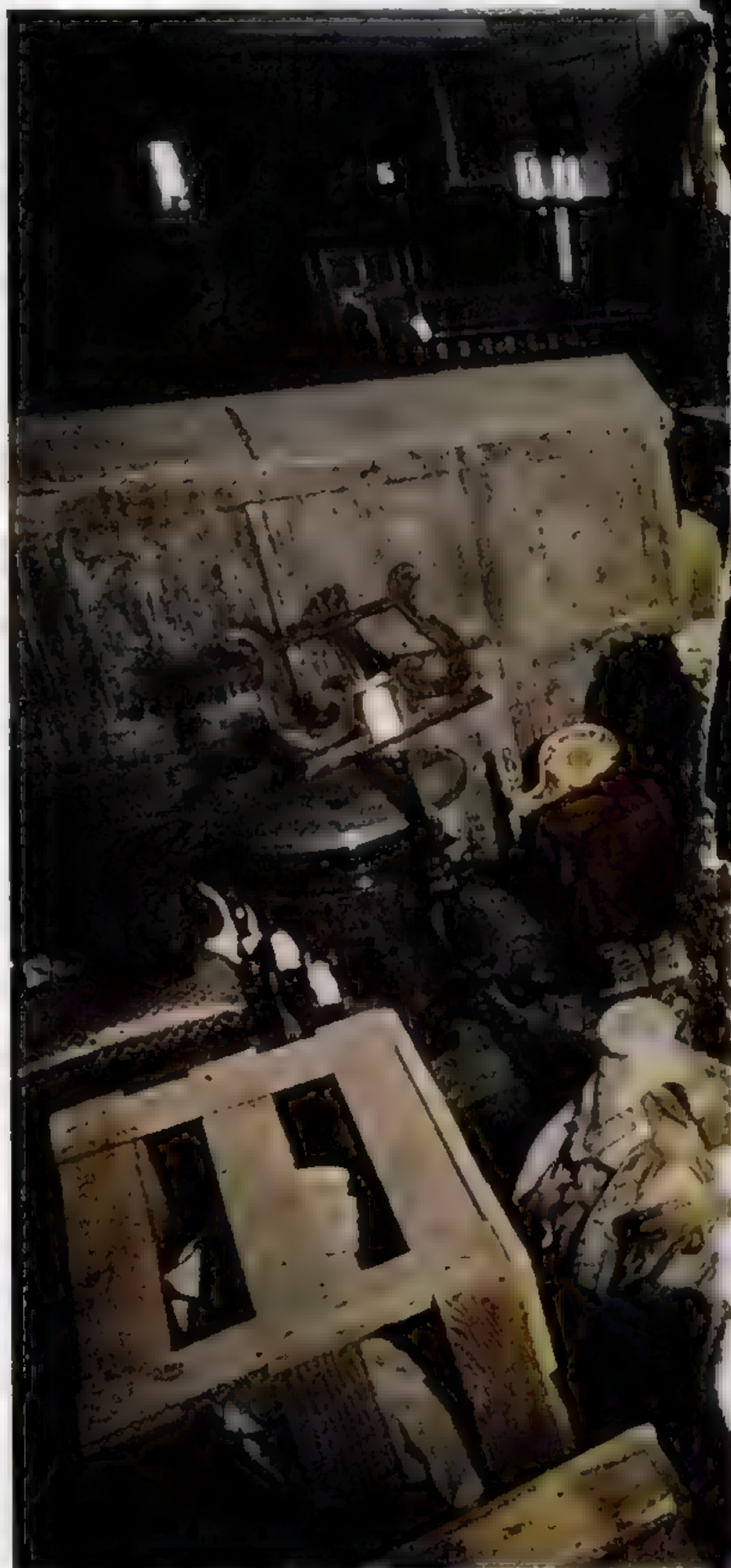


CASTILIAN MORTAR bearing Spanish royal arms, one of two Hearst had brought to San Simeon. He acquired it from Princess of Maro Castle at Havana after the Spanish-American War. Old mortar barrel is 17th Century Castilian



SAN SIMEON CONTINUED

A TREASURE TROVE BY THE TRUCKLOAD



ROMAN SARCOPHAGUS, one of several on estate is of Roman Imperial Period. Grouping of stone rests which Hearst placed here are probably rare Roman funeral relief—erected in First Century A.D. as dedication work in study for

Hearst made his first art purchases while on a European tour with his mother when he was only 10. Over the years he continued to buy in fantastic variety at a cost not always commensurate with value. New purchases by the truckload arrived at San Simeon regularly. Often bidding under the pseudonym of W. R. Woods, Hearst attended many auctions himself, and agents authorized to bid for him were at work all over the

world. As might be expected of a collection so large, which included everything from silver to saddles (*below*), not all of Hearst's acquisitions were important ones. But even after the great Gimbels sale in 1941, in which he disposed of \$11 million worth of his collection, Hearst's enthusiasm was unabated. Once he took considerable trouble to locate a rare piece of silver only to discover that it was already in one of his warehouses



SAN SIMEON WAREHOUSE is the resting place for many of the collectors' items gathered by Hearst and not given a permanent place before his death. In this jumbled assortment is a sarcophagus (*rear*), a music stand (*left*) and even a

spinning wheel (*center*). In the foreground is part of Hearst's \$25,000 collection of Mexican saddles. There are five packed warehouses at San Simeon and Hearst's treasures are also stored in New York. Items in storage are available to art buyers.

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THE HOUSE ECHOED A GREAT ERA

To William Randolph Hearst, San Simeon was far more than a fitting setting for a fabulous art collection. It was his home, his office, his pleasure dome. The guests, who flocked to the sprawling retreat by plane, train or motorcade, included executives of his newspaper empire and the notables of an era—Jimmy Walker, Calvin Coolidge, Winston Churchill, George Bernard Shaw. But most bore the glittering names of the golden age of Hollywood—Norma Shearer, Irving Thalberg, Marion Davies, Buster Keaton, Douglas Fairbanks.

The guests enjoyed picnics which frequently called for 30 cars and four chefs. They wandered about through the sprawling zoo to gaze at the elephants, lions and giraffes. Horses and guides were available for hunting and fishing, and if clothes were needed they were produced immediately—in proper sizes. But no guest enjoyed the myriad pleasures of San Simeon more than Hearst himself, as he lived out his life on a scale grand for this or any other epoch.



THE OWNER of San Simeon, Hearst sits in his study (p. 75) reading reports on the operations of

his vast newspaper empire, sending out criticism, suggestions and orders to the editors of his papers.



HOLLYWOOD LUMINARIES who were frequent San Simeon guests in the late '20s and early '30s struck this pose during a weekend visit. They are (back row) Actors' Agent Frank Orsatti, Hearst's Newsreel Director Edgar B. Hatrick, Movie Director Eddie Goulding, Director King Vidor (behind Goulding), Mrs. Peg Talmadge, Greta Garbo, Bea Lillie and Singer Morton Downey (behind

Garbo) MGM and Loew's President Nicholas Schenck, Paulette Duval (behind Schenck), Louise Hough, Producer Harry Rapf, Aileen Pringle, Director J. Robert Rubin, Norma Shearer. Seated in front are: Producer Hal Roach, Natalie Talmadge, MGM General Manager Eddie Mannix, Alice Terry, Buster Keaton, Producer Paul Bern, Producer Irving Thalberg. In the foreground is John Gilbert.



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and hang

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containers.
Odor-Aire
ParaNuggets

69c

For vacuum
cleaners, etc.
Odor-Aire
ParaCrystals

79c

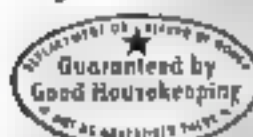
For garment bags.
Junior Moth Block
(built-in hook) 39c



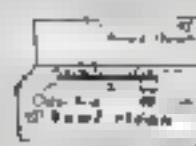
100% Paradichlorobenzene,
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Kills moths, moth larvae and
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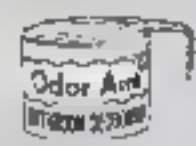
Look for this colorful
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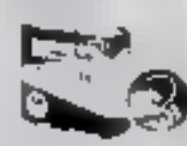
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Diaper Pail
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Odor-Aire, Inc.
Wichita, Kansas

SAN SIMEON CONTINUED



GRAZING CAMELS roam open lands below San Simeon, forming part of the vast wild animal collection which Hearst imported from all over the world.



AN ELONGATED ACTOR, James Stewart posed in tennis flannels in 1938 for trick angle shot by Photographer John Swope. Behind is La Casa Grande.

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Get a 69¢ PRO for only 1¢
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Your choice of four styles—three
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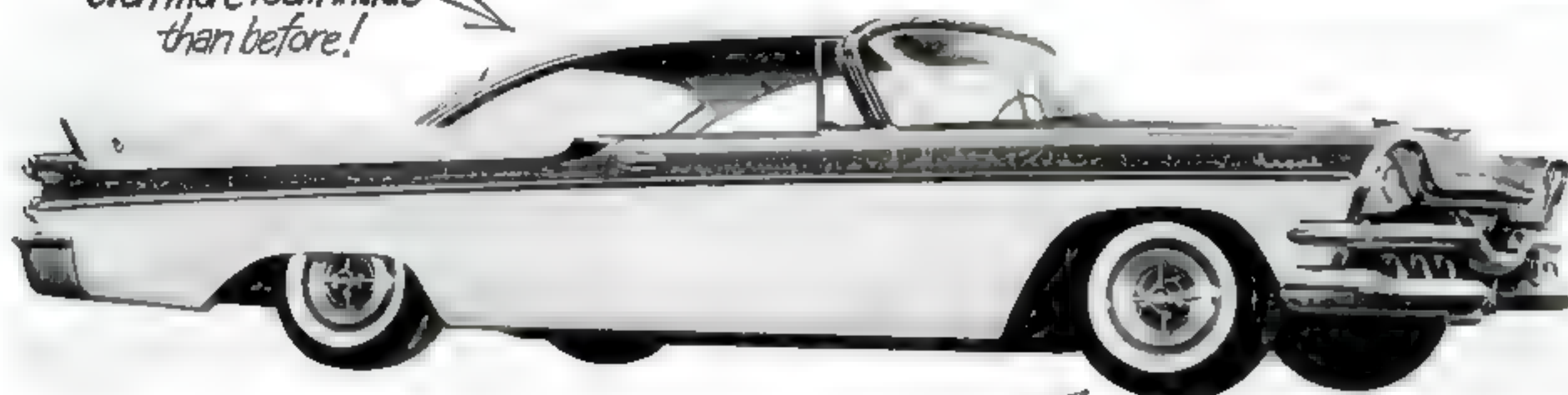
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as practical as they
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*Torsion-Aire Ride: makes room
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bumps, tilt, "dive" at stops!*

*Dual headlights—
they look better
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nation's choice as the style leader by a margin of 66%. Some of the reasons are outlined above. Others spring from quality rooted deep inside: Pushbutton TorqueFlite transmission with its 6th sense for smoothness . . . Total-Contact brakes with their extra

measure of safety . . . a new kind of ride without sway, lean or dip. Find out for yourself. **NOW'S THE TIME TO GET ADVANCED DESIGN . . . YOU'LL FIND IT EXCLUSIVELY ON THE CARS OF THE FORWARD LOOK**

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the fabulous coat of
Orlon-Dynel that
looks like Mink!

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SAN SIMEON CONTINUED



EMBELLISHED TABLEAU is formed by Singer Morton Downey, Actresses Sally O'Neil, Alice Terry, as they pose with a marble statue of Europa.



ENGROSSING CONVERSATION is enjoyed by Hearst and New York City's Mayor John Hylan after morning ride they took at San Simeon in 1924.



EARNEST HUDDLE finds Hearst secluded with secretary, Joseph Willcombe, noted for wires to Hearst editors which began: "The Chief says . . ."



Smother than sherbet, lighter than ice cream, new lively flavor...

new "Cranberry Chiffon Freeze"—yours because you can whip Carnation Instant!

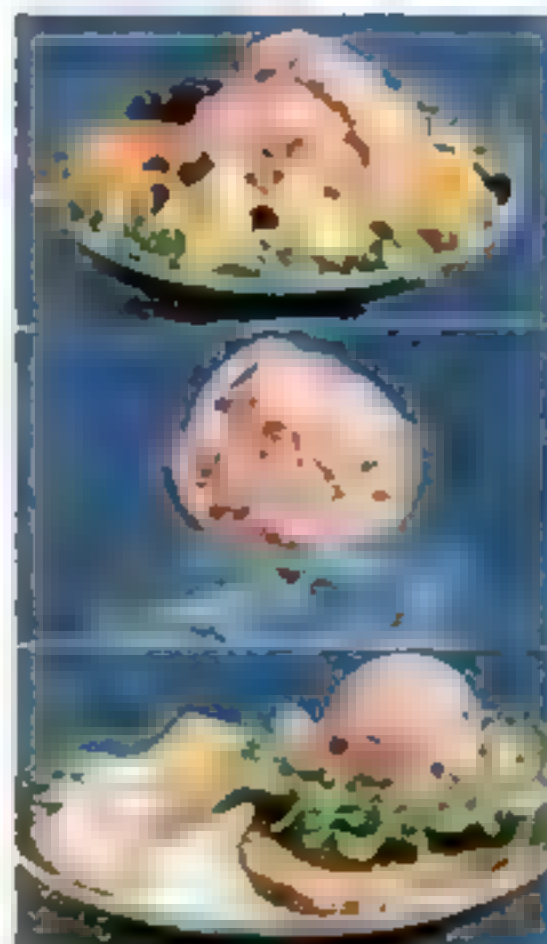
Most refreshing idea in years! "Cranberry Chiffon Freeze"...with magical *light* smoothness, new light-and-lively flavor. Delicious with cold meats, fruit salads...a delightfully *different* dessert.

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SAVE ALL 4 WAYS WITH "MAGIC CRYSTALS"!**



Easy One-Step Recipe for Smoother, Lighter **CRANBERRY CHIFFON FREEZE**

(Just one step—no need to restir when partially frozen! Makes 1½ quarts.)

¼ pound (about 16)	1½ cups (1 pound can) OCEAN SPRAY
marshmallows	CRANBERRY SAUCE OR
½ cup water	CRANBERRY JELLY
2 teaspoons grated lemon rind	2½ cups whipped CARNATION INSTANT*

Dice marshmallows; place in saucepan with water. Heat until marshmallows melt. Add lemon rind and cranberries. Blend until smooth; cool thoroughly. Fold chilled cranberry mixture into whipped Carnation Instant. Spoon into refrigerator trays. Freeze until firm (about 3 hours).

***TO WHIP NEW CARNATION INSTANT** (Makes about 2½ cups)

1. Mix ½ cup Carnation Instant "Magic Crystals" with ½ cup ice water.
2. Whip until soft peaks form (3-4 minutes). Add ¼ cup lemon juice.
3. Continue beating until stiff peaks form (3-4 minutes). Add ¼ cup sugar.

*Directions for whipping also on Carnation Instant Package.

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from the land*



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A hot day fades away when you lift a frosty-cold glass of Hamm's Beer. You can almost feel a cool breeze in your face from one of those Northern lakes. Refreshingly yours, from the land of sky blue waters. Hamm's Beer—it's *something special!*





Perfect Size, Shape for Relishes, Jams, Jellies!

Ball "Half-Pint" Jars seal with Dome Lids — NO-PARAFFIN NEEDED for Jelly-Making!

Now is when smart homemakers put up a little treat for their own home-made chili sauce and other tasty relishes. Jellies, jams, jellies and preserves. Exciting specialties. *Home-canned your way.*

And here's the perfect container—the ~~new~~ Ball "Half-Pint Jar"—just the right size and shape—straight tapered sides—easy to fill, empty, clean. Seals with famous Ball Dome Lid *no paraffin needed* for jams and jellies!

No wonder food editors call Ball "Half-Pints" the greatest home-canning advance in ages! Get a case or two now—start thrilling your family with Ball "Half-Pint" surprises right now.

Cream-White Enamel Protects Best!

The *enamel lining* on each Ball Dome Lid gives extra protection for *longer* canning. Won't rust, and *will*—even in ordinary even when removed months later. And the *enamel lining* gives a positive vacuum seal! Easy to test—Dome down jar sealed!



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Ball "Half-Pints" come complete with Dome Lids. Buy extra Ball Dome Lids for all your canning.



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Peacemaking Priest in Gangland

YES, it's quiet now, but I'm keeping my fingers crossed," says the Reverend C. Kilmer Myers, 41-year-old vicar of the Trinity Episcopal Church Mission on Manhattan's tough lower East Side. A thoughtful, hard-driving man, Father Myers has done far more than cross his fingers. A year ago, after several teen-agers of the area were seriously hurt in gang fights, he promoted a peace truce among the gangs. He gained—and has kept—their trust.

Gang violence has flared hotly this summer elsewhere through New York (LIFE, Aug. 12), with three killings, several stabbings and numerous beatings. But the lower East Side has stayed calm. This month, getting a tip that there might be a "rumble" (gang fight) after a dance, "Kim" Myers passed from one knot of boys to another (*above*) saying firmly, "Cool it. Remember, you've got a good rep now, so don't queer it." His words were heeded by the Dragons, the Chino Squad, the Enchanters, the Sportsmen—and a brewing "rumble" never occurred.

Father Myers thinks that gangs are essential in city slums. Here "home is often the last place you want to go," and gangs are vital

to teen-agers who crave a sense of belonging and of prestige, and who need moral and physical support in the ever-present danger of conflict between gangs. "Very frequently," says Myers, "the gang is the only social structure the kids can take." But each group has its leaders, who can be influenced to get away from "bopping" (fighting) and make the gang a strictly social club. One gang after another has been accepted into the Trinity Mission, where in spite of some violence they are welcomed in the church recreation rooms, at church dances, and even come en masse to Sunday school.

To reach such boys, says Father Myers, "you must get in tight with a leader who hates everybody's guts, who's been pounded and beaten all his life—most often by his parents." Such boys can be reached by giving what they crave most: love from an adult ready at any moment to help in any emergency. "They must learn," he says, "that you may hate what they do but still love them. They grow up without any real knowledge of love and so are deprived, isolated people. When one of these kids gives back love, you have won a special victory. Then, maybe, he can learn to love God."

AT DANCE, Father Myers tells Enchanters to pass word to "cool" a threatened gang fight.

"Kids never want to fight. They get pushed into situations—or push themselves. When adults who are trusted stop the fight, the kids are vastly relieved."



LEADER of Dragons (left) protests he had no intention of "rumbling." In center is leader of Chino Squad.

"You get so sick of all this. The fights are so useless. There's never a real reason—but to the kids it seems real, otherwise they wouldn't risk getting their heads bashed in."



IN housing project, Father Myers comforts a boy arrested by project police for fighting over a girl.

"Most of the fights down here seem to have a girl behind them somehow. The 'debs' rate a guy by physical prowess, and put boys up to things they'd never do by themselves."



TO MARK first anniversary of last year's treaty which stopped gang war, Myers gathers gang leaders at table in vicarage.

"All these guys are really nice kids and they deserve a lot of credit for keeping the peace. We've gotten rid of the sick ones

by waiting till they get in trouble and then going with community leaders to talk to the judge and getting them sent away. But you always tell the gang that you're going to do this. And they understand. It would destroy their image of you if you knew of their illegal activities and did nothing about it."

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there are
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PEACEMAKER CONTINUED



LATE at night, Father Myers comforts a 13-year-old-girl who had run away from home, was brought to him for help by neighbors.

"A priest without a philosophical approach is apt to crack up because he is completely overwhelmed by the tragedy and grief of these people. But you can't always be detached about people. Sometimes you have to go all out with compassion and hope to God it's right."



AFTER slicing watermelon at a church party for the small children, Father Myers lifts his hands and knife free of impatient kids, seems to give impromptu benediction to his charges.

"We've known members of our church clubs since they were little bits of children. There's always a time when they get afraid to be 'chicken' and they almost turn into street gangs. But by then they trust you and you can convince them anybody can fight, but that it takes real guts not to."

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SAVES MORE WORK
THAN ANY OTHER
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**It's not a luxury...
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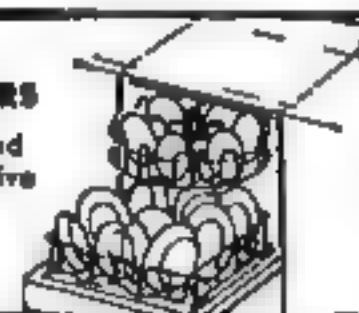
Exclusive ADD-A-DISH[®] lets you add any overlooked dish without resetting, without loss of hot water or detergent. Unique "Cool Wall" closed-door drying condenses all steam and sends it down the drain!

Rolls silently on non-marring casters. Styled in white with yellow vinyl trim. Yours for a few pennies a day!

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DISHWASHER-DRYERS**

Finest permanently-installed dishwasher-dryers. Exclusive Roto-Tray action scrubs dishes 3 ways cleaner than by hand!



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Built-in Ranges, Ovens



Drink this hearty coffee as strong as you like...

It still can't get on your nerves! Drink as many cups as you like...as often as you like...Sanka still can't make you jittery or keep you awake. All pure coffee. 97% caffeine-free.

NEW INSTANT SANKA COFFEE



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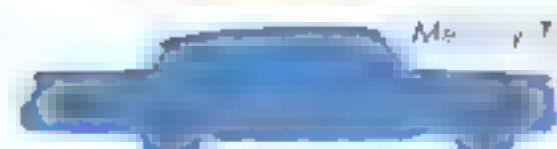
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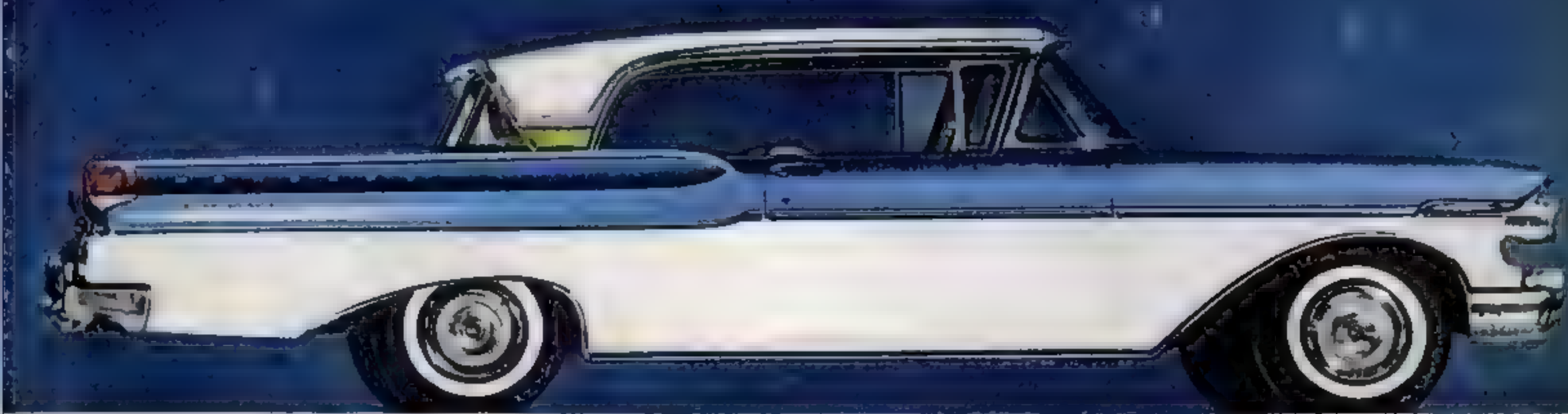
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One of the happiest surprises in your whole Ford, Thunderbird, Mercury, Lincoln or Continental life comes last — just when you're ready to sell. And it's simply the value that *remains* in your car, how much you find you get for it.

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Take another look at the cars above. Follow the long, sweeping lines of our 1957 Family. Isn't this styling ahead of its time? Ford has a Touch-of-Tomorrow that sets the pace for a new kind of luxury in the low-price field. Mercury's Dream Car Design is another shining example of how Ford Motor Company's younger-minded stylings stay far ahead of the pack. In the 1957 Lincoln, there's a timeless beauty that immediately tells you this is the leader in the fine-car field, today *and* tomorrow.

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Our Fords, Thunderbirds, Mercurys, Lincolns and Continentals are built to last, deliberately designed to command a high resale price when you trade.



That's why, when we test our cars, they are subjected to the roughest,

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Example: Car bodies and frames go through impact tests, bending tests, torsion tests, drop tests—just to prove they can take the miles and wear and still look good on the used car lots of tomorrow.

Another example: In fabrics, a chain of 15,000 tests has finally produced synthetic-based upholstery fabrics that wear and wear, resist bleeding, fading, and staining. They stay fresh and new looking longer and they *feel* and *look* like cloth instead of plastic.

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FORD MOTOR COMPANY
THE AMERICAN ROAD, DEARBORN, MICH.



“This Italian favorite practically serves itself”



IN THE SHADE of a vineyard, three little Romans enjoy their spaghetti. Have you noticed young Americans eat Chef Boy-Ar-Dee Spaghetti and Meat Balls with similar gusto?



Though you live an ocean away from Rome . . . and have daisies at the door instead of a grapevine . . . you can still enjoy true Italian food.

It's easy as opening a can of Chef Boy-Ar-Dee Spaghetti and Meat Balls.

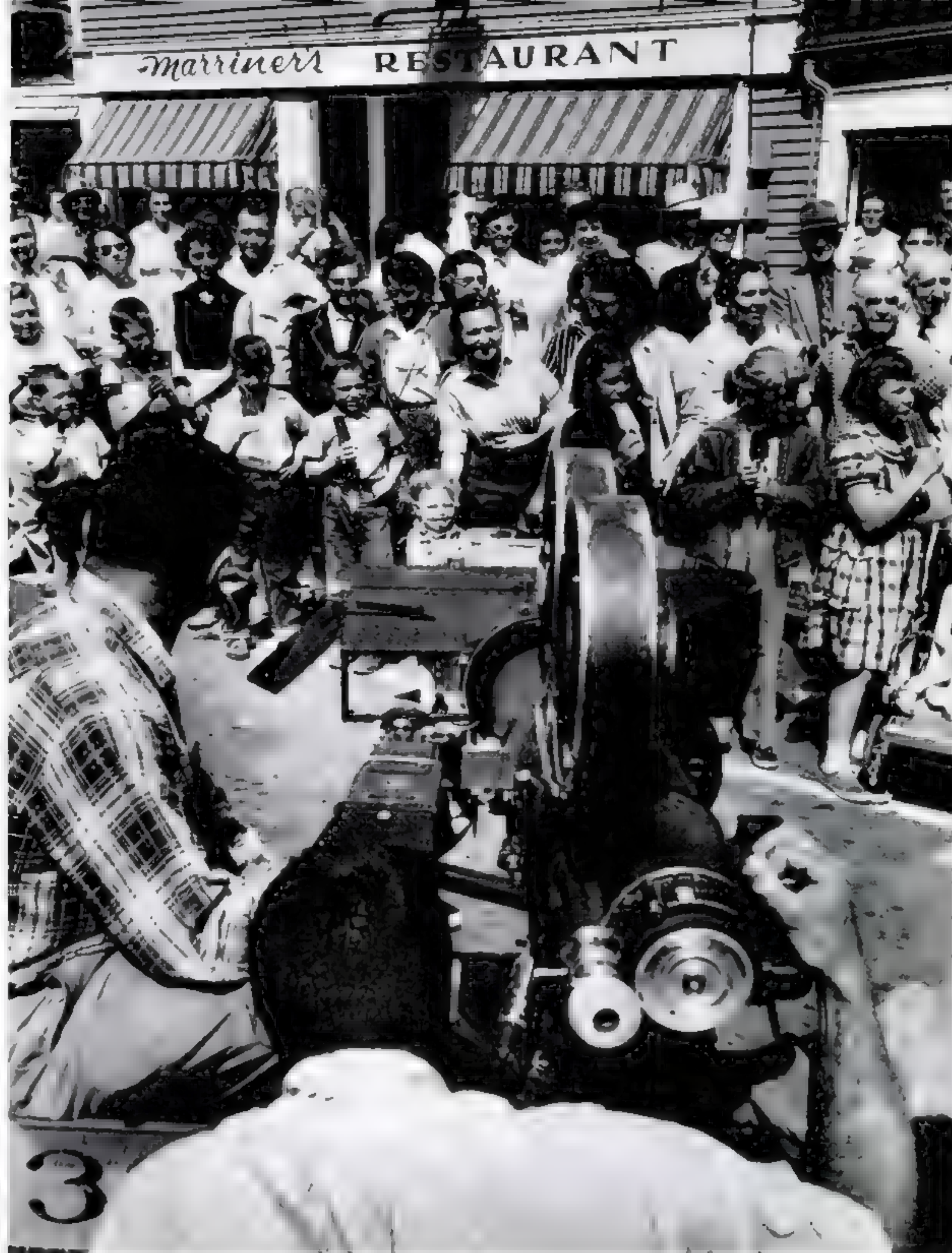
Chef has done all the work for you, following his fine old Italian recipe. He sees to it that the strands of spaghetti are cooked to perfect tenderness . . . that the rich tomato-cheese sauce is slowly simmered and seasoned with special Italian spices . . . that each and every meat ball is made with pure red beef, skillfully browned outside to keep in all the delicious juices.

You can have this tempting Italian dish piping hot in minutes—and for just 13¢ a serving. Chef Boy-Ar-Dee Spaghetti and Meat Balls comes in cans of 2 or 5 servings each.

Be sure to dish up plenty because that real Italian taste is irresistible!



real Italian-style
CHEF BOY-AR-DEE®
Spaghetti and Meat Balls



IN BIG SCENE extras line Main Street in 90° heat to watch the movie's Labor Day parade. While the broiling hours passed, youngsters sneaked away to raid stores for life-sustaining ice cream sticks.

A Town Playing a Part

CAMDEN, MAINE HAS A PROFITABLE GOOD TIME POSING AS PEYTON PLACE

The movie company came cautiously to Camden, Maine this summer. All 20th Century-Fox wanted to do was spread \$100,000 or so around among the townspeople and in return use a little local scenery and about a third of the town's 3,700 people to make a movie of *Peyton Place*, a novel that has been No. 1 on U.S. best-selling lists for most of the past year. But *Peyton Place* tells scandalous things about a little New England town a lot like Camden and there was worry about what Camden folk would think of it.

The movie people need not have worried. On demand—and

for \$10 a day per man—mobs turned out for movie parades and picnics. For \$2.50 extra to the owners the streets were filled with 20-year-old automobiles. Camden produced boys, old men, women with children, dogs, a male quartet, a female sextet and a retired sea captain who puts ships in bottles.

Then more people began to read this novel of rape, murder and suicide and their hair stood on end at the role Camden was playing. There were cries of indignation and letters of protest to the town manager. But most Camdenites were having too much fun playing movie actor to pay much mind.

MUSCLES AND MUSIC WITH SCRAMBLING PAY-OFF



TUG OF WAR at *Peyton Place*: Labor Day picnic was enacted in movie with 14 kids weighing an estimated 1,050 pounds pulling against three out-sized adults weighing 891 pounds. The kids won.

TIRED EXTRAS. Summer residents of Maine take a break. They are Colonel (l. SA ret.) and Mrs. Seward L. Mains Jr. (center) and Mrs. Walter Hastings and Mrs. Scott Kirtland on running board.





DOUBLE-CROSSED SINGERS carefully rehearsed one song but were forced to do another by the film makers who wanted the singers to sound unrehearsed



PAY-OFF PANDEMONIUM, from which extras are escaping by under table route, came as 128 people got wages plus withholding tax forms at end of day.



STAR'S STAND-IN, Gary Cooper, 13 (called Gary, of course), has just shocked to appear for Russ Tamblyn. Below in movie costume Gary receives schoolmates' homage. His back is seen often in film.

TOWN PLAYING A PART CONTINUED

AMIDST ADULATION, A NOTE OF PROTESTATION



MINDING THE BABY while his actress wife, Hope Lange, works on *Peyton Place* movie, vacationing

Actor Don Murray visits the set and shows near 12-week-old son Christopher to local teenagers.



STAR'S PHOTOGRAPHER, a youngster gets set for a shot of Hope Lange as she tensely waits for her cue to walk into a set. Amateur cameramen followed the company around all during movie making.

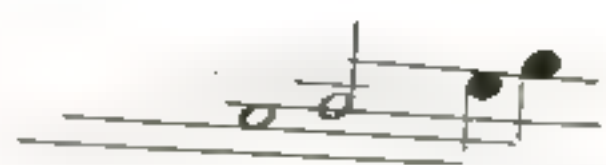
VOICING AN OBJECTION, teacher Diana W. Felger outlines the horrors told in *Peyton Place* at high school alumni dinner. Actor Lloyd Nolan, a guest at the dinner, beams uncertainly at her.





It's a most unusual

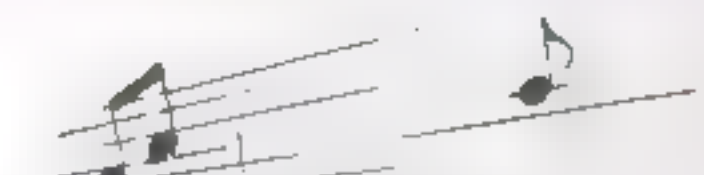
It's so light and delightfully pale...



It's Red Cap I sing for
It's Red Cap you'll ring for
This most unusual ale.



Every sip is sheer delight
It's so hearty and yet it's so light
It's a most unusual, most unusual, most unusual ale!





ale



CARLING



Red Cap

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THE TWINING CHILDREN OVER A HALF-CENTURY

The picture above shows the eight handsome Twining children in Monroe, Wis., in 1901. They are (from left) Joseph, 17, Phoebe, 15, Louise, 13, Clarence, 11, Robert, 9, Nathan, 7, Edward, 4, and Merrill, 2. Joseph Twining, who grew up to become a telephone company official, died in 1952. Louise died in 1924. At right are the six surviving Twinings who were photographed last month at General

Nathan Twining's Virginia home in the same order as in the older picture. Phoebe still lives in Monroe. Clarence is a Portland, Ore. insurance salesman. Robert (Rup), captain, U.S. Navy, retired, now teaches engineering at Drexel Institute in Philadelphia. Nathan is the new chairman of the Joint Chiefs of Staff. Edward (Ned) is a Portland attorney. Merrill (Bill) is a Marine Corps lieutenant general.



THE TWINING TRADITION

A heritage of U.S. service from muskets to missiles culminates in Joint Chiefs' new boss and a top Marine

by ROGER BUTTERFIELD and FRANK GIBNEY

GENERAL NATHAN FARRAGUT TWINING, who last week stepped into the chairmanship of the Joint Chiefs of Staff, is the happy product of an extraordinary family of American citizen soldiers. Behind Nate Twining stand 10 generations of Twinings who, in a solid and quiet way, created one of the most remarkable family military traditions in our history.

The Twinings are a military family in a uniquely American way. There stretch back of them no generations in the immutable British pattern, the time-honored progression of Wellington, Sandhurst and the first-year commissions in a patent-leather regiment of the royal household; no tradition of braid-collared riding lessons on the old *Schloss* grounds before the young scions go goose-stepping off to the Prussian guards. The Twinings are a family of scholars and businessmen, farmers and sportsmen, to whom fighting might seem somewhat incidental.

Yet the family has officered its way through every war in the country's history—with the exception of the Mexican, which this northern abolitionist family regarded as a dubious southern adventure. Some 20 years before the beginning of the American Revolution, a Twining marched against the French at the siege of Louisburg. Five Twinings served in the Revolution itself and one was on the Canadian frontier during the War of 1812. Two dozen Twinings fought in the Civil War and there were also Twinings in the Spanish-American War and in World War I.

However, it was not until the new chairman's uncle, Rear Admiral Nathan Crook Twining, went to Annapolis in 1885 that any of the

family became a regular officer. The next generation produced three: Robert ("Rup"), who retired as a Navy captain in 1946; Nate, became Air Force Chief of Staff in 1953, and Merrill ("Bill"), who is a lieutenant general in the Marine Corps. There are thus far three regulars in the succeeding generation: a Marine lieutenant, a Navy lieutenant and an Air Force lieutenant.

Nate Twining, at 59, is a superb troop commander who is unusual in having a faculty for arbitration and military diplomacy. As the Air Force's Chief of Staff he pushed his service's case hard but never beyond the bounds of reasonableness.

His younger brother, Lieut. General Merrill Barber Twining, 54, is at present Commandant of Marine Corps Schools at Quantico and, by all the canons of ability, a leading choice to sit at his brother's conference table as the next Commandant of the Marine Corps.

Moderate airman, ramrod Marine

THE two brothers differ greatly. Bill, a ramrod Marine, is the kind of soldier who feels inwardly relaxed on dress parade, while his brother Nate sometimes looks as if he would be happier in fishing clothes. Where Nate tends to be a moderate and a balance wheel in his thinking, Bill is an original tactical thinker, often a stormy one. He helped devise the helicopter "vertical envelopment" strategy that is replacing the old amphibious beach tactics as the Marines' contribution to Atomic Age warfare; and he is regarded as one of the most formidable military eggheads around Washington.



The brothers are very much alike, however, in sharing the family's quiet loyalty and cohesiveness. The Twinings would never qualify for the living-room tensions of a Eugene O'Neill play. Historically speaking they have moved around enough, since coming to Massachusetts Colony in the 1600s, to avoid the heavily mossed reputations of New England stay-at-homes like the Adamses and the Lodges. And through the centuries they have kept intact their sense of close identification with the family. Nate Twining has no trouble feeling a deep and direct kinship with the bookish but exuberant soldier who first faced battle in 1864, not far from Memphis, Tenn., after loudly complaining about the \$33 price of his brand-new sword and officer's sash. "Oh what delicious music the shells make," wrote Grandpa Twining later. "I was down in bed sick, but my sword was buckled on in a trice, the Regt. was soon in fighting trim. Rifle bullets are nothing, though they hiss and spit . . ."

The Generals Twining are two of the eight children born to Clarence Walter Twining, a Monroe, Wis. banker, and his wife, Mazie Barber. Six are still alive. The oldest is Phoebe Twining Chadwick, 68, a handsome and high-spirited widow who still lives in Monroe. Clarence Walter Twining Jr., 64, a Marine drill sergeant in World War I, is a semiretired insurance man in Portland, Ore. Robert Barber Twining, 62, the retired Navy captain, got the Navy Cross in 1918 for quick action in sinking a German submarine, and came out of retirement in World War II to skipper a hospital ship in the Pacific. Edward Barber Twining, 57, a Portland lawyer who served as a major in Air Force combat intelligence in World War II, is an incorrigible civilian

and the most enthusiastic hunter and fisherman in a family that is full of them. He is also the only Twining in the last two wars to receive the Purple Heart, for a wound received during an air raid on Guadalcanal. (The award was presented by his commanding general, brother Nate, along with a word of advice: "Next time, duck.")

All of the Twinings, however widely they differ in taste and circumstance, show an impressive ability to speak evocatively about the family tradition which is threaded strongly into their lives.

Civic duty and the Quaker faith

THE early history is marked by conflicts of the Twining concept of civic duty and the Quaker faith that became the family's in 1693. That was the year William Twining Jr., son of the founder of the family in the U.S., resigned his deaconship at the Congregational Church in Eastham, Mass., joined the Society of Friends and headed for friendly Quaker territory at Newtown in Pennsylvania. Despite Quaker opposition to war, one of William's great-grandsons fought in the French and Indian War and two others were disowned by the Friends for fighting in the Revolution.

(Nearly 150 years later, when Lieut. Bill Twining was on duty in China in the late '20s, he served as aide to that arch Marine, General Smedley Butler, who was a Quaker, if not an overly conformist one. Bill recalls that Mrs. Butler, worrying that he might be corrupted by the general's influence, used to admonish her husband, "Smedley, thee must not swear before the young lieutenant.")

THE FAMILY BACKGROUND OF FUTURE GENERALS



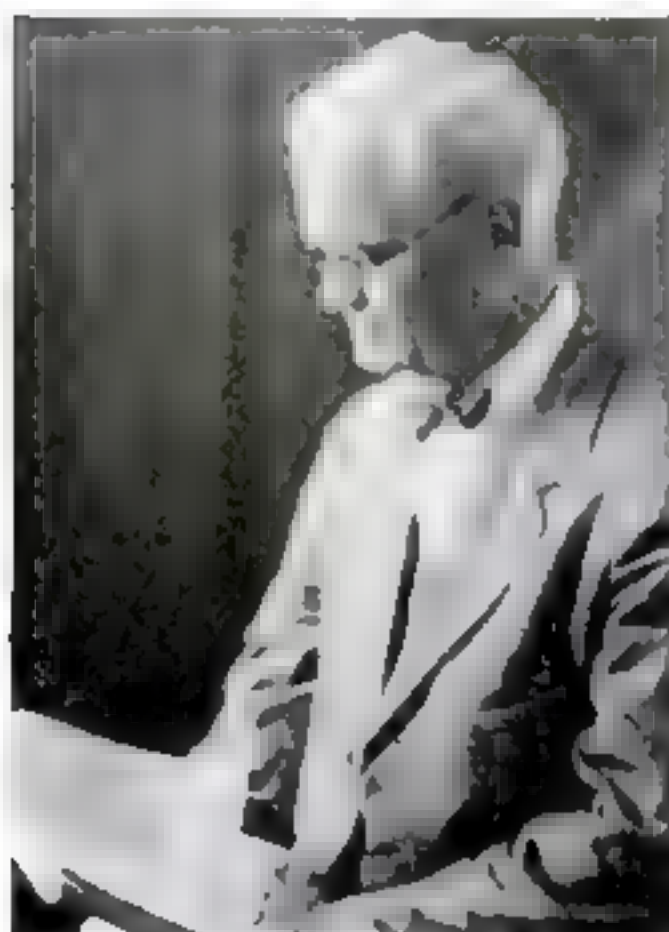
MOTHER MAZIE was photographed in new velvet gown at the age of 17, two years before her marriage to Clarence W. Twining. She died at 38.



BABY MERRILL rode dogcart in early 1900s. Future Marine general picked the nickname "Bill" himself at age of 8, discarding his childhood name, "Mollie."



GRANDMOTHER Louise Barber took care of Twining children after her daughter Mazie's death. A warm, vigorous woman, she lived to be 91.



FATHER CLARENCE, once a bank president, became an accountant after the depression of 1913. Here he is in 1934, two years before he died.



THREE NATHANS came together in 1912. Future chairman of Joint Chiefs is at center, with his grandfather (left), a Civil War veteran, and uncle, an admiral.



PILOT NATE, who began flying after serving five years as an infantry officer, finished his advanced flight training at Kelly Field, Texas, in 1924.

TWININGS CONTINUED

As the years went on, however, the Friends made some concessions to the necessities of soldiering. The general's great-grandfather John Twining was permitted to remain a Quaker despite his service in the War of 1812. In the same war, John's maternal uncle, Nathan Crook, was killed on Oliver Hazard Perry's flagship, the *Lawrence*, at the Battle of Lake Erie.

In 1844 John Twining left the farm his father had started in Erie County, N.Y. and took a giant step westward to Waterloo, Wis. John had 20 children. The 15th, the most important of them in this story, was a boy named Nathan Crook for the sailor who was killed on Lake Erie. To Generals Bill and Nate he was Grandpa Twining.

Grandpa Twining was first and foremost a scholar—"all books and no money," the family remembers. He specialized in mathematics and astronomy but had a fierce devotion to knowledge for its own sake. His idea of a stimulating Sunday afternoon was one devoted to a spirited session of Greek reading—although he could sometimes be deflected into giving an impromptu concert on the violin, with emphasis on old hymns and square-dance tunes. He married five times: three of his wives died and there were two divorces. At various times he was superintendent of schools in Monroe and in Riverside, Calif. and president of little Mendota College in Mendota, Ill.

It was Grandpa who wrote the exuberant letter about the music of the shells in the Civil War. At first the pleas of his wife Phoebe kept Grandpa out of uniform, but by 1864 the urge to join up became overpowering and Grandpa enlisted his own volunteer company at Milton, Wis.

He missed the big battles, but he did see active service. Most of his time was spent rounding up rebel guerrillas in the West. Guerrillas, when captured, were summarily shot. Once, he used to recall, his colonel almost took away his sword for releasing a captive who was only 17.

Nate, Bill and their brothers spent a good portion of their early lives pestering Grandpa to retell his Civil War experiences. He usually contented himself with a summary comment: "I'm ashamed of the whole damned thing."

A scholar of many tongues

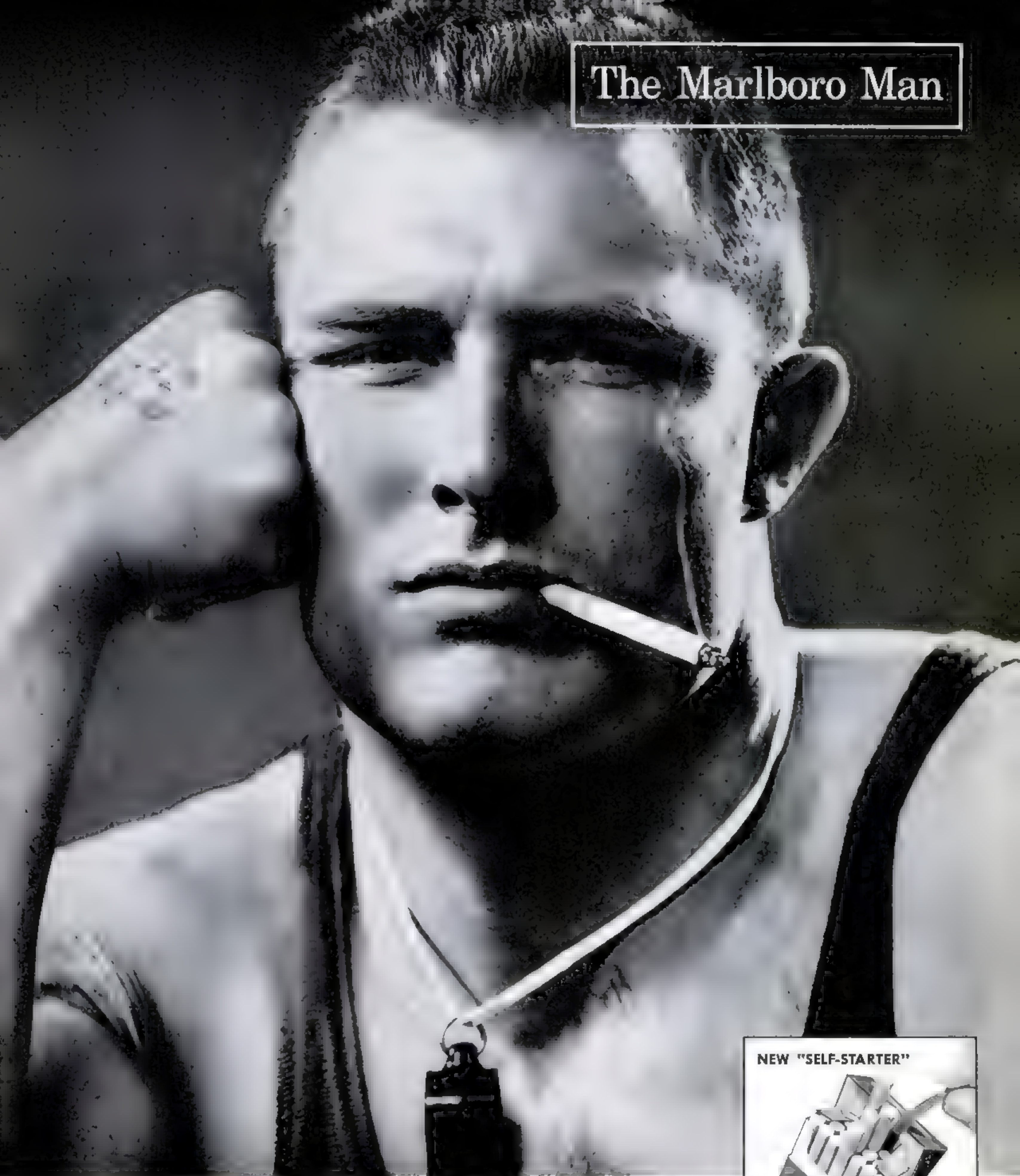
MOSTLY the boys knew Grandpa as a man of books—books stuffed in his pockets and scattered by the hundreds through the house. In his old age he taught himself Sanskrit and Russian to add to Latin, French, German and his favorite Greek. He also did some more practical teaching work. He tutored grandsons Robert and Bill for Annapolis, and Nate for West Point.

The boys' Uncle Nathan Crook was the one who began the tradition of service as a regular officer. Their father, Clarence Walter Twining, was a frustrated military man who was disqualified from the service schools by a childhood injury which shortened his right arm. He nevertheless joined a National Guard company in Monroe. He lectured his family on duty. "Remember this," he told his children one Fourth of July morning while they waited to get their firecrackers, "your country owes you nothing—you owe it everything."

Clarence Twining was said to be the handsomest man in Monroe

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The Marlboro Man



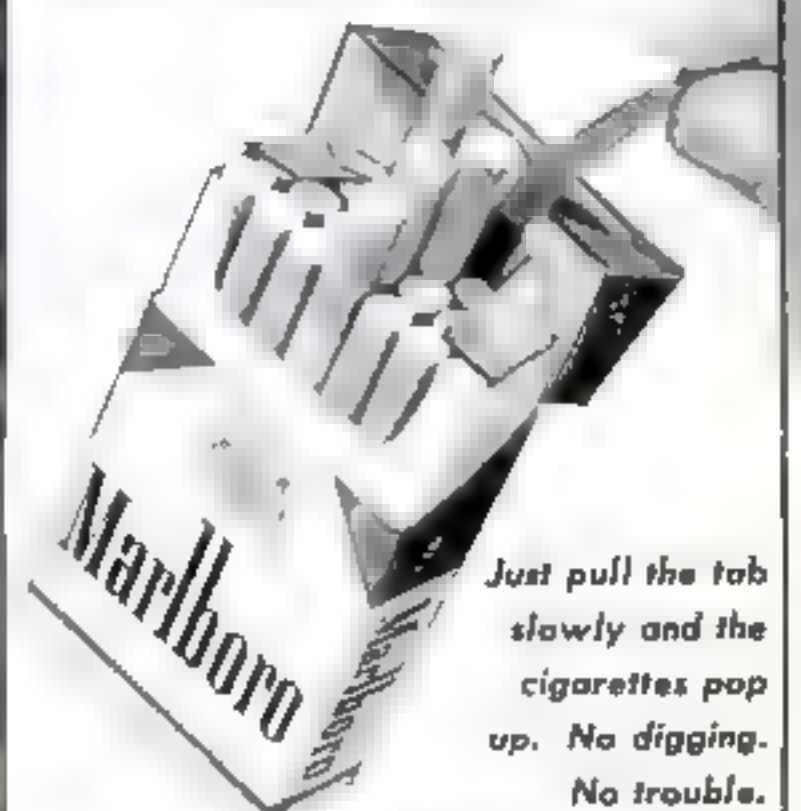
A lot of man . . . a lot of cigarette

"He gets a lot to like—filter, flavor, flip-top box." The works.

A filter that means business. An easy draw that's all flavor. And the flip-top box that ends crushed cigarettes.

(MADE IN RICHMOND, VIRGINIA, FROM A PRIZED RECIPE)

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Just pull the tab slowly and the cigarettes pop up. No digging. No trouble.

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Dickies

Slacktime
CASUALS

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NEW CHAIRMAN of the Joint Chiefs, General Twining (left) is congratulated by predecessor, Admiral Radford, after swearing-in ceremony last week.

TWININGS CONTINUED

as well as the most rigidly methodical, a householder who took care to discipline his lawn and his boys. He did not smoke, swear or—for most of his life—drink.

Although he had no formal religion, he gave his boys a stiff practical training in what amounted to Old Testament ethics. He had his rawhide hanging up in the living room, behind the picture of the old battleship *Iowa* on which his brother had served for a time as a turret commander, and he meted out disciplinary sentences with the vigor of captain's mast in a taut ship. "If you get in trouble at school," he was fond of saying, "you'll get twice as bad at home." The alternative to a whipping was bread and water for a week, mitigated only by the doughnuts that the youngsters' grandmother used to sneak to them up the back stairs. Thirty days' detention in the yard was commonplace, with no time off for good behavior. When young Robert was caught smoking a cigaret made of chopped bits of string, Father ordered him to smoke 10 of the same every evening after dinner for a week.

Monroe's circumspect angler

CLARENCE TWINING worked his way up from assistant cashier of one bank to president of another. He helped start the telephone company in Monroe and became its president. In a town of rather relaxed habits (Monroe in those days had 26 saloons and only eight grocery stores) he was a model of cast-iron probity. When he went fishing, he kept his folding rod under cover until he reached his destination so no one would think him a "light character."

He tried to keep the boys' sports to a minimum. He was afraid of crippling injuries and also worried that they might lose time from their studies. Even so, the young Twinings had some close calls, notably on the July day in 1901 when Robert, aged 6, took down his brother Joe's .22-caliber rifle to play soldier. He was about to put it back when little Nate, aged 3, grabbed it, cried, "Your money or your life, hands up," and gleefully pulled the trigger. The bullet made seven holes in Robert's intestine and only the fast action of some nearby doctors saved the boy's life. When he recovered, Robert kept the ripped overalls, noting with pride that he had been shot in the same place as President McKinley.

In 1905 the boys' mother, a slim, delicate woman with a manner as delicate as her blue eyes, died. Her mother, whose tender heart mitigated the bread-and-water sentences with doughnuts, took care of the children until Clarence married again in 1909.

His second wife, a well-to-do Chicago girl, disliked Monroe, which boasted it was the "Swiss cheese capital of the U.S." and where limburger and other odorous cheeses were processed as

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A photographic interpretation by Arik Nepo.

Wet, Cold and Delicious... just the way you want your beer

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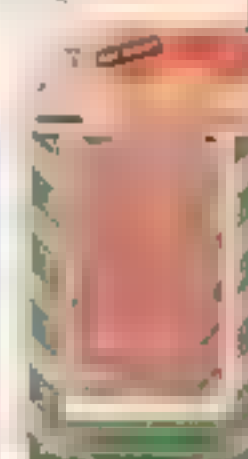
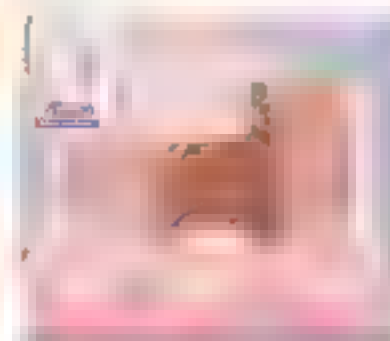
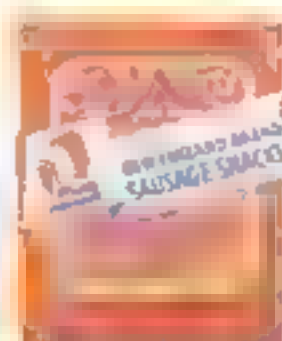
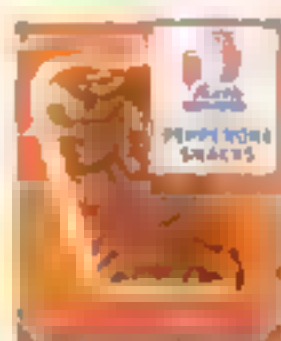
National Bohemian Beer



Rath's little SNACK-ERS...a perfect fit on crackers!
(Regular-size Cold Cuts, too)

Just put these little, "two-bites-size" slices of Rath's scrumptious Cold Cuts on crackers (or Icebox Rye) and munch away! A savory, flavorful plateful makes a spectacular TV snack...elegant appetizers for guests.

And icebox raiders, midnight nibblers love every tangy, spicy bit. Rath's regular-size Cold Cuts make great eating too (specially that zesty Genoa Salami). 33 varieties in all—each packed airtight in plastic to keep 'em fresh!



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 FINER FLAVOR FROM THE LAND O' CORN

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DRY (HARD) SALAMI

well. She persuaded Clarence to move the family to Portland, Ore. For him it was an unlucky move.

He started to build a beautiful hilltop house at an estate called Glen Morrie in Oswego, six miles south of Portland. Before it was finished he went broke in the 1913 depression. He sadly sold the big house and went to work as a public accountant.

But for Nate, Bill and Ned the move to Oregon was an unmixed blessing. The unspoiled country around Glen Morrie was a kind of Huck Finn heaven. "It was lousy with game," as Ned remembers it, "and no hunting on it except for the Twining kids. Oswego Lake, down below, was untouched then. A lumber company owned it. There was a watchman to keep the public out, but he would let us in. We'd take canoes and tie them together and sleep out there all night."

There was also a fishing pond right beside the Twining house, with a little ravine and a bridge across it. The boys caught trout and perch and crappies there, bass and trout in the lake. And they hunted pheasant, partridge, rabbit, ducks, geese, mink, beaver, raccoon and muskrat. The family bulldog doubled as a retriever.

World War I put an end to this idyl. All the Twinings old enough to fight put away their fishing poles in a scramble to get into action. Of Clarence's sons, however, only Robert ("Rup"), who had graduated from Annapolis in 1916, was able to get overseas. He went in some distinguished family company.

Uncle Nathan Crook Twining, Captain USN, had been the envy of the clan since he helped defeat Admiral Cervera at the Battle of Santiago in the Spanish-American War. (The captured admiral had expansively suggested that the goateed American lieutenant would make a fine husband for one of his daughters.) In 1911 the Navy's Nathan Twining received a spectacular promotion from commander to rear admiral and head of the Bureau of Ordnance. In 1917 Uncle Nate went off to Europe as Chief of Staff, U.S. Naval Forces in European Waters, where he watched over the movements of Rup's destroyer, among others, in the U.S. Navy's first effort at an Atlantic convoy system.

A precise man who had supervised the planning of the battle fleet's new 14- and 16-inch guns with the same attention to detail that Grandpa Twining had lavished on his Sanskrit translations, the elder Nate was forced by a bad heart to retire in 1923, when he was the Navy's most promising rear admiral. He died barely a year after retirement, on July 4, 1924.

Bill Twining, who was 14 at the start of World War I, was too young to squeeze in any service, and Ned barely got into uniform before the war ended. Their brother Clarence was kept in the states on training duty as a Marine drill sergeant.

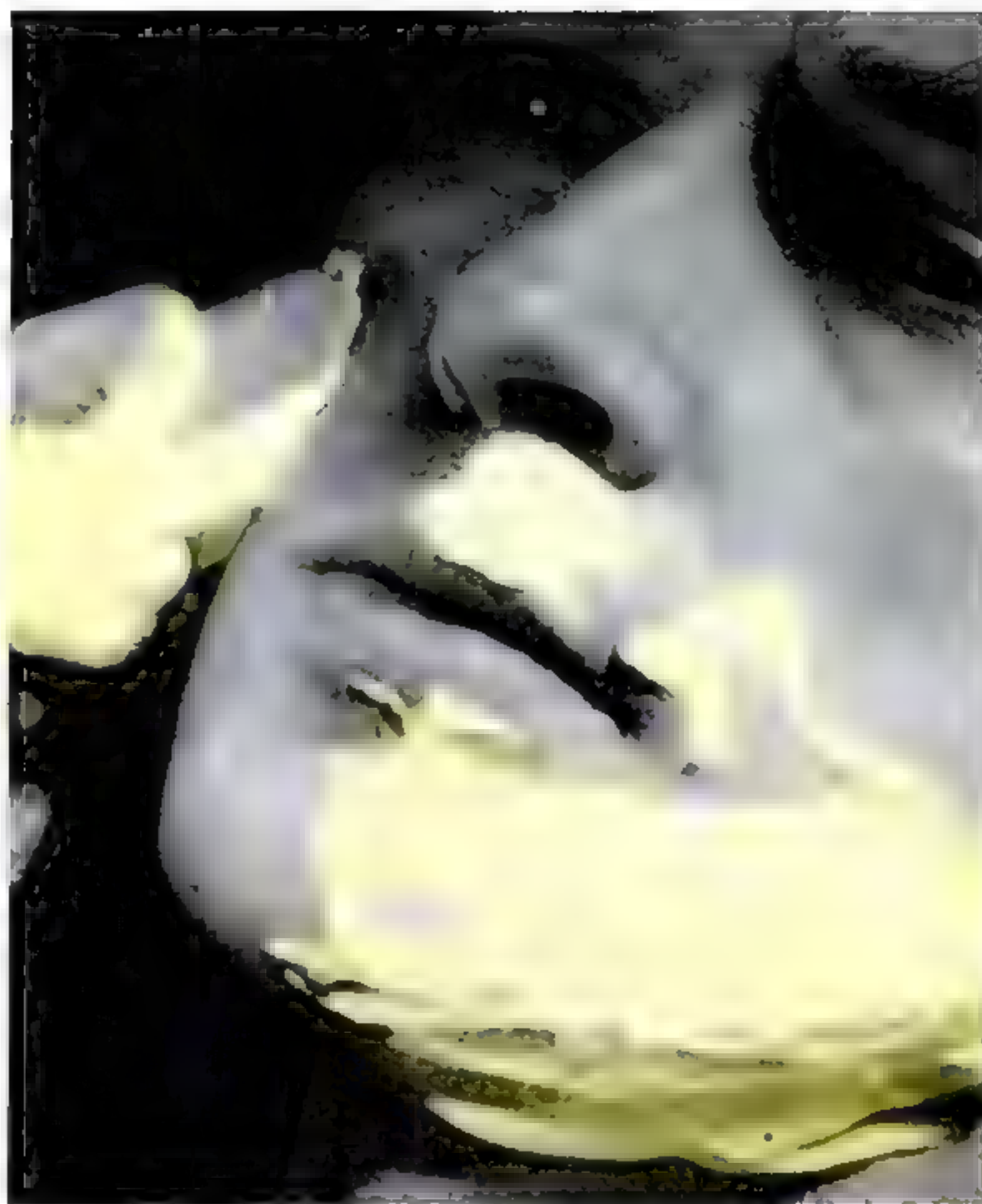
The short course at West Point

NATE had joined the Oregon National Guard and in 1917 was mobilized with his outfit. Just before Company H got its marching orders for France, Nate got word that he had been accepted for West Point. (Several months before he had rather casually taken an entrance exam open to members of the guard.) He tried to turn the appointment down, but his friends' arguments and the Twining notion of duty finally made him accept it. He finished in November 1918, a few days before the armistice, in the accelerated class that included, among its future generals, Gruenther and Wedemeyer. He was known, in his brief span at the Point, as an athlete rather than a scholar, although he finished a respectable 138th in a class of 284. After graduation, he went off to Fort Benning, for further training and some spectacular off-hours service on the post football team.

In 1923, the same year that his younger brother Bill graduated from Annapolis, Infantryman Twining asked his commanding general at Fort Sam Houston for a transfer to the Air Service. Brig. General Benjamin Poore's comment gave the future chairman of the Joint Chiefs a fitting introduction to the problems of inter-service cooperation: "If this guy is crazy enough to go up in those kites, we don't want him in the infantry."

Just as Rup Twining had a Navy uncle to follow, Nate found some family precedent in the flying business. His other uncle, Harry Laverne Twining, a more than slightly eccentric high school physics instructor in Los Angeles, had started tinkering with homemade ornithopters in the early 1900s, after lengthy anatomical studies of birds' flying mechanisms. Harry's wife and young son used to help him carry the bulky webbed wings up to the hills near San Pedro in the dead of night, since even in California a man carrying an ornithopter around in broad daylight was looked on as peculiar. Time and time again Harry tried to get off the ground by manipulating the wings strapped to his shoulders. He never

CONTINUED



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GOLDEN YELLOW

shaving creams

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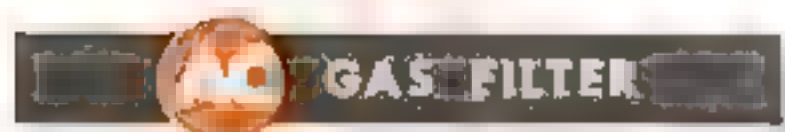
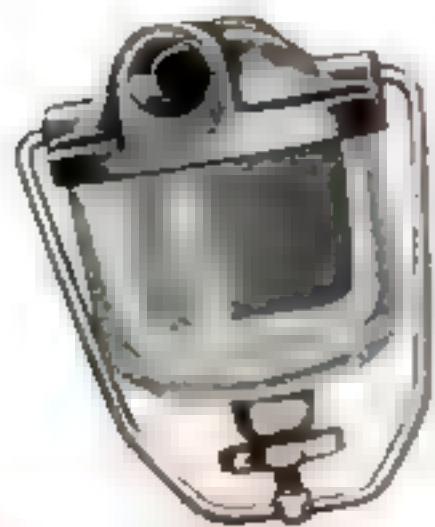


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TWININGS CONTINUED

rose more than one inch with the contraption, although a few years later he helped build a serviceable, conventional biplane.

The JN-4 "Jennie" trainers that young Lieut. Nathan Twining flew in the '20s were not too far removed from his uncle's craft. They made only 70 miles an hour air speed, and were equipped with few instruments, no brakes and no radio ("We never knew what the weather was"). Nate Twining loved the challenge.

"All we thought about in those days," he says, "was flying. None of us worried about promotion. We figured if we ever got to be major we'd be on top of the world. There were no airfields then, and shooting those little cow pastures was something. When you needed gas you staked the airplane down and went to town and got it. Now you're told how to do every turn by radio. But then, once you got that airplane over the fence you were on your own. Nobody could give you orders. You were sitting up there, kind of cocky. . . . It was a hell of a lot of fun."

Those were the days when pilots wore leather jackets, white scarves and an air of professional flamboyance. Nate drove around the March Field area in California in a rakish open Packard, and he got to know a few Hollywood starlets.

Though he was a romantic figure to the starlets, he was a source of concern to his father. Until he died in 1936, Clarence Twining kept his stern eye fixed on his sons' progress. He watched Bill go off across the Pacific with the Marines, first to Hawaii and then for two years' service in China. This duty, the father felt, was somewhat hazardous but unavoidable. Nate's flying, however, he thought downright scary and unnecessary. On a trip back to Oregon—the Twining boys have never liked to stay too long away from the home fishing and hunting grounds—Nate sat down for a long talk about flying and a drink with his father. (By this time the old man had relaxed sufficiently to serve his guests a bit of homemade sugared wine.) "If I knew I'd only get six months more of it," he told his father, "I'd rather fly six months than live 100 years and do nothing."

"It's all right," Clarence Twining told Ned later. "He's doing what he wants to do. He won't live his life on a dime."

An airman tangles with autos

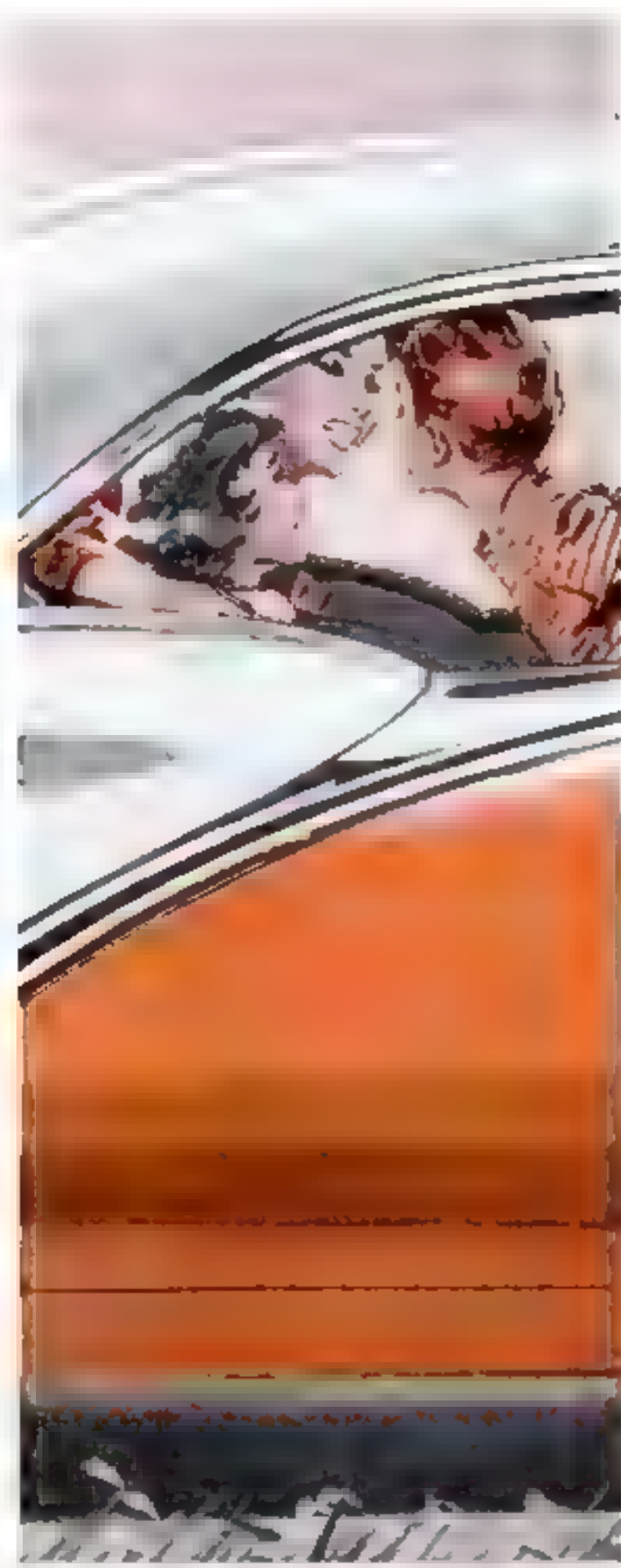
IN fact, Nate had already taken his white scarf in a few tucks. Coming in for a landing at a small country fair in Texas, he had narrowly missed killing a woman and her baby when their car crossed the runway in the path of his plane. Later, driving his own car in Hawaii, he took a bad skid and drove the ignition key through his knee and a wheel spoke through his chest. He was taken to the morgue at Schofield Barracks and left on a slab. An Army doctor who knew him happened to be visiting when someone said, "Nate Twining is down there dead." "The hell he is," gasped the doctor. He went down to find Nate still breathing and proceeded not only to pull Nate through but to save his leg.

By the time World War II came around both the Marine and the Air Force Twinings were family men. Mobilization had brought them fast promotion, Bill to major and Nate to lieutenant colonel. Nate had married the former Maude McKeever, daughter of a Hawaiian plantation executive, in 1932 and had put in two significant years at the Army's Command and General Staff School at Ft. Leavenworth, Kan., to round out the 4,444 hours he had logged in single-engine fighters. Bill, having also married a girl he met in Hawaii—the former Vivian Deere of Texas—had taken a law

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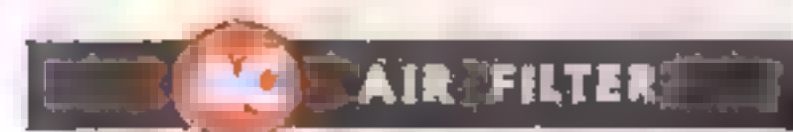
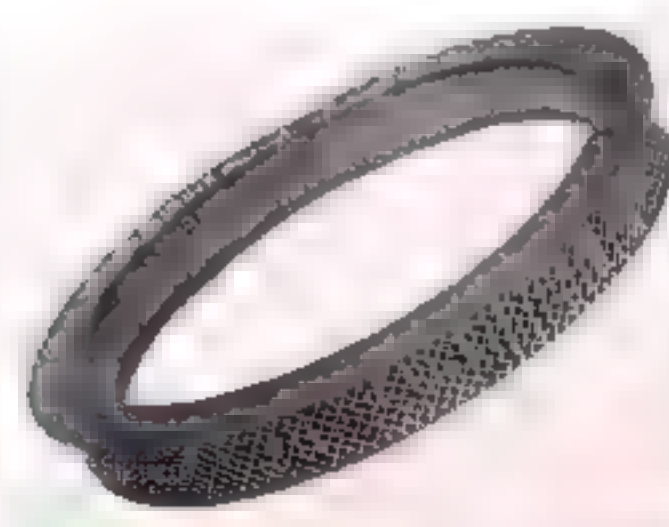


UNCLE'S INVENTION was this ornithopter built in early 1900s by Schoolteacher Harry L. Twining in California. Bird-winged contraption never flew.



CLEARs THE AIR

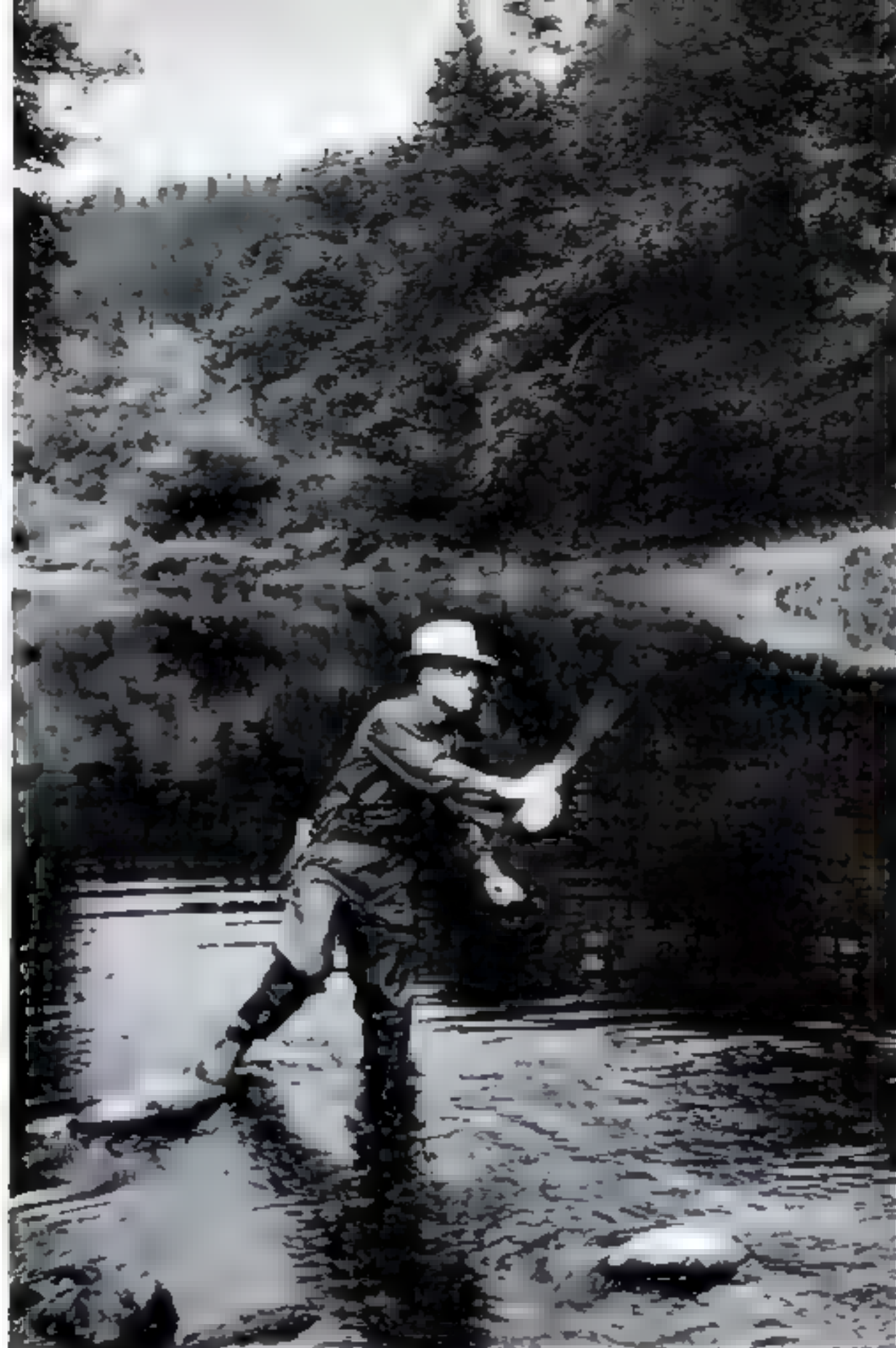
New AC disposable air filter provides high dust capacity and efficient air filtering at all engine speeds. This new development was introduced early in 1957, and has proved itself rapidly in actual operation to become the choice of automotive engineers for more and more of America's new cars.





FILTERS THE OIL

If you are an average driver, the equivalent of more than 36,000 gallons of oil surges through your AC Oil Filter in six months of driving at normal speeds. Your filter keeps engine oil clean, reduces engine wear. For your engine's sake, change to a new AC Oil Filter twice a year or every 5,000 miles.



FAVORITE FISHING SPOT for the Twining family anglers is Oregon's Nestucca River in the region they all love. Here lawyer-brother Ned is casting.

degree in Washington on his own time, which was to come in handy through some of the Marines' legal tangles of postwar days.

Through the tense days of the phony war in Europe, Nate, Bill and Rup (by now recalled to active duty in the Navy) argued about the possibilities. Nate held the standard Army view that the British and French would not give way. Bill, however, predicted that the Germans would do exactly what they ultimately did, isolate the British and cut up the French army in a matter of weeks. Rup and Bill joined forces against Nate in arguing that the Air Corps was far too extravagant in its advance predictions for a new gadget called the Norden Bombsight.

In July 1942 Brig. General Nathan F. Twining was on his way to Auckland as chief of staff to General Millard Harmon in the newly activated U.S. Army Forces in the South Pacific. That same summer, while Captain Robert Twining was helping boost production in a naval gun factory in Washington, D.C., Lieut. Colonel Merrill B. Twining, flying as a gunner-passenger on a reconnaissance over a then little-known island called Guadalcanal, shot down a Japanese Zero from an Air Force B-17, thus becoming the first Marine to open fire on the enemy in the Solomons campaign.

All this activity, on both the family and the national front, was too much for Portland Lawyer Ned Twining to take without joining in himself. Working on his own, he got a commission in the U.S. Army Air Force and headed across the Pacific as a combat intelligence officer. Wartime security prevented his knowing that he was on his way to a hectic family reunion.

The ditching and the dream

NED had reached Espiritu Santo on Jan. 26, 1943, when word came that Nate and 14 others, en route there from Guadalcanal in a B-17, had had to ditch in a howling tropical storm, and were lost. Every day for six days Ned climbed into one of the B-17s that were searching for his brother. Skimming 200 feet above the huge waves, peering tirelessly through a bomb-bay window, it seemed to him that he was living a nightmare he had often had as a boy. In the dream he and Nate were swimming in Oswego Lake. Nate dived and stayed under the water, as he loved to do, holding his breath as long as he could and swimming in circles. But when he tried to come up he was trapped under the diving float. Ned dived to help him but he lacked the strength to free him. He broke



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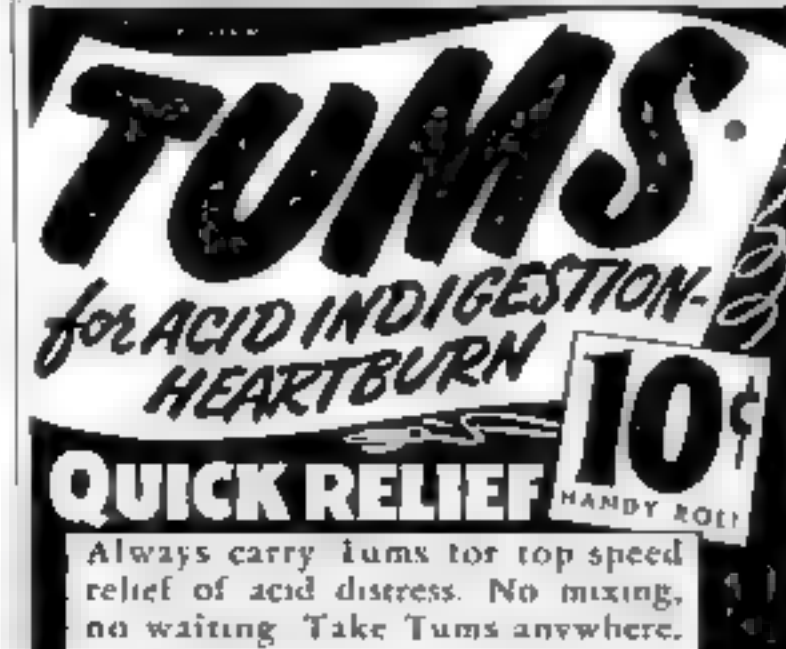
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Be Refreshed

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PACIFIC ORDEAL of General Nathan Twining and 14 others during World War II was ended by rescuing Navy patrol bomber (above). When general's B-17 bomber was forced to ditch in the Coral Sea in a violent tropical storm, airmen spent almost a week adrift in two small life rafts. They were finally spotted by aerial searchers including the fier's brother, Major Edward Twining. Safe ashore, the haggard Air Force general was given major credit by the other castaways for the group's survival.



TWININGS CONTINUED

to the surface and called for help. But in the dream there was nothing to be seen except the quiet lake with its floating logs and the tall green firs that encircled it.

There was nothing to be seen by the search planes in the Pacific either. Nate's superior, General Harmon, had already confessed his despair to Ned ("You'd better cable Maudie") when it was agreed that a last day's search should be made. On the fifth day after the ditching an Air Force pilot spotted two small yellow life rafts bobbing like bits of flotsam among the waves. The rafts were lost in a night storm but were picked up again the next morning by other aircraft. Ned was flying in one of them. Navy PBYS made the rescue.

What had gone on in the rafts provides a memorable tribute to a general's leadership. As the crews and passengers scrambled from the ditched plane, Nate took over. Figuring out the proper weight distribution, he assigned places in the two life rafts, which were lashed together. (After the rescue the 15 men tried to get back into the rafts on dry land, but found they could not fit. How they all managed to stay in them afloat remains a small mystery.) For supplies the men had small arms and ammunition, two bottles of vitamin pills, one chocolate bar, one can of sardines and one and a half canteens of water.

Albatross-hunting in the Pacific

ON the afternoon of the second day, all hands blazed away at an albatross and got it. Two days later another albatross appeared but to save ammunition Twining ordered no general shooting. Instead he took out his own .45, wiped the sea water off it, stood up in the bobbing raft and dropped the bird with a clean shot through the head. The second bird was just enough to keep the men in the rafts alive and make Nate Twining's marksmanship a legend.

By the time rescue came, the men were desperately weak. "When the PBY landed I stood up like a big hero," Nate noted later, "but I fell flat on my tail."

Several months later Ned got another emergency call. This time it concerned brother Bill, who was down with malaria in a hospital 15 miles from Henderson Field on Guadalcanal. Ned flew to the rescue. "There was Bill in a corrugated hut," Ned recalls, "the temperature about 90,000, his belly all swollen out, his face sunken in like a death's head. . . ."

What Bill in extremis wanted most of all was to see a few issues of *Field & Stream*. Almost miraculously, Ned was able to



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What

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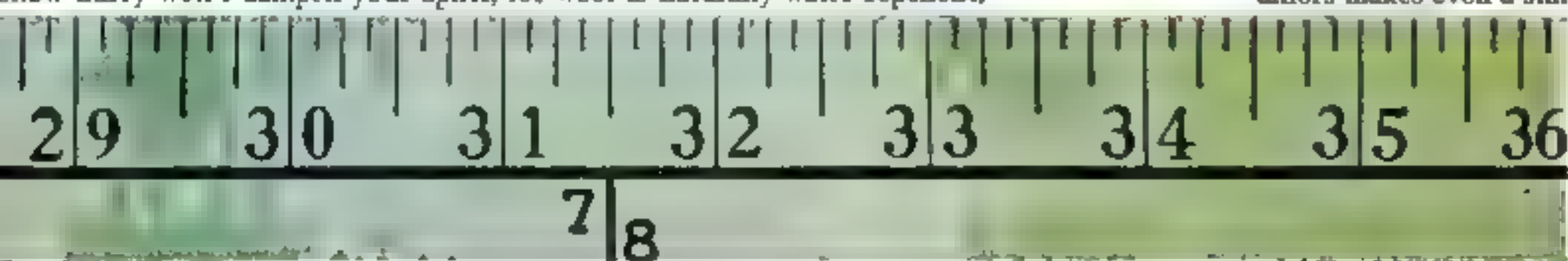
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BILL TWINING (foreground) was a Marine colonel on Guadalcanal in World War II, landed on the Japanese occupied island on the first day of invasion.

TWININGS CONTINUED

scrounge three from a movie crew which had just arrived. Then, using the woodsy illustrations as a take-off point, he further raised Bill's spirits by sketching for him a detailed map of Cloverdale hole, one of the best fishing spots in the Nestucca River in Oregon, a stream that Ned visits with the veneration of a pilgrim going to the grotto at Lourdes.

After Bill was evacuated to the States and was feeling better, he went to the Nestucca and at the exact point Ned had marked on the map hooked "the biggest steelhead I ever saw."

In December 1943, fresh from the 13th Air Force's hard-fought triumph over the Japanese around Bougainville, Nate Twining headed across the Pacific to see his boss, General "Hap" Arnold, in Washington. "How do you feel?" Arnold asked Twining. Nate admitted that he felt a bit weary. "You don't look a damn bit tired to me," said Arnold. "Report in Italy January 1 and take over the 15th Air Force."

Command of the 15th was the biggest job Twining had ever tackled, and for once he was a bit worried. Within a few months, however, he had the situation so well in hand he was comparing the job with running a bank. It was a big bank by any standards. Twining's men ran 150,000 bomber and 90,000 fighter missions over 12 European countries. They knocked down 4,000 Axis planes at a cost of 3,364 of their own. Besides helping to destroy the Luftwaffe, they contributed to the war's end by smashing Axis oil and industry in a huge arc cutting across southern Europe.

Three months after V-E Day, Twining was back in the Pacific again. As commander of the 20th Air Force, he started a new era in warfare when he issued the field order to drop an atomic bomb on Hiroshima.

Fast rise of a solid citizen

THE war's end did little to slow Nate Twining's headlong pace. On Oct. 10, 1950 he became a four-star general and vice chief of the Air Force. Since then he has stayed at the Pentagon. He ran the Air Force while Chief of Staff General Hoyt Vandenberg was seriously ill in 1952 and took over himself in 1953, thus bypassing such odds-on bets for the job as Curtis LeMay and Lauris Norstad. In a flamboyant service, he has proved to be the steady solid citizen who keeps things running smoothly, with a minimum of controversy (which he likes, in a quiet way) and a minimum of paperwork (which he does not like, in any way).

He can be sturdily eloquent, as he was on the spur of the moment in Moscow last summer, when he became the first and only top U.S. military man to tell Khrushchev where to get off, in

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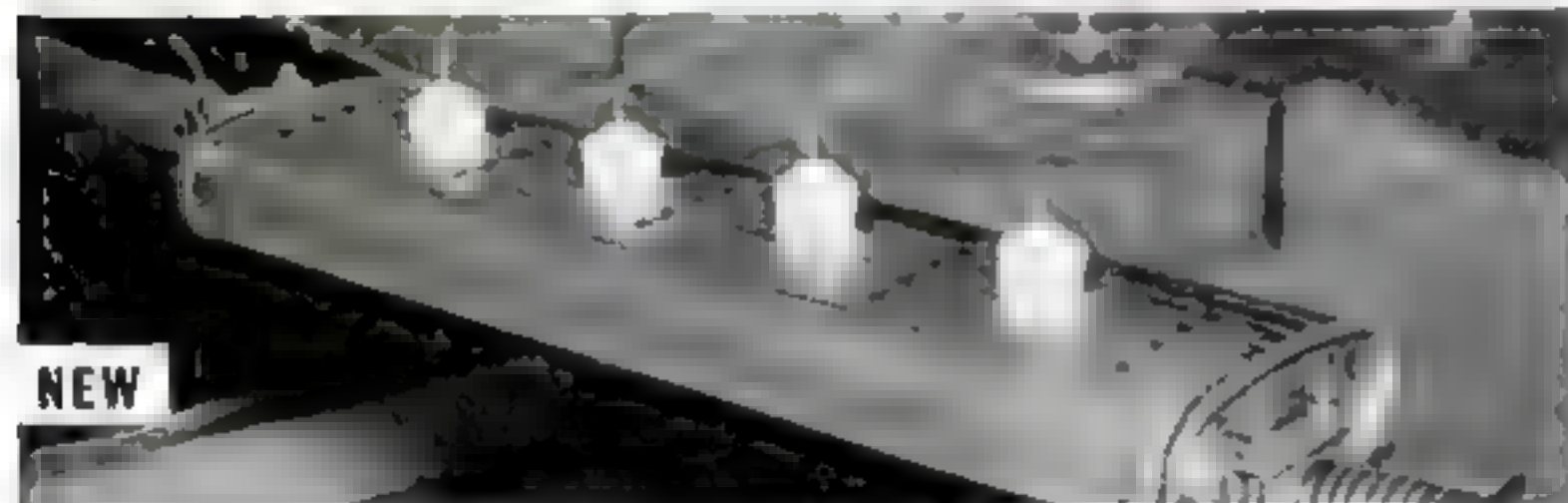


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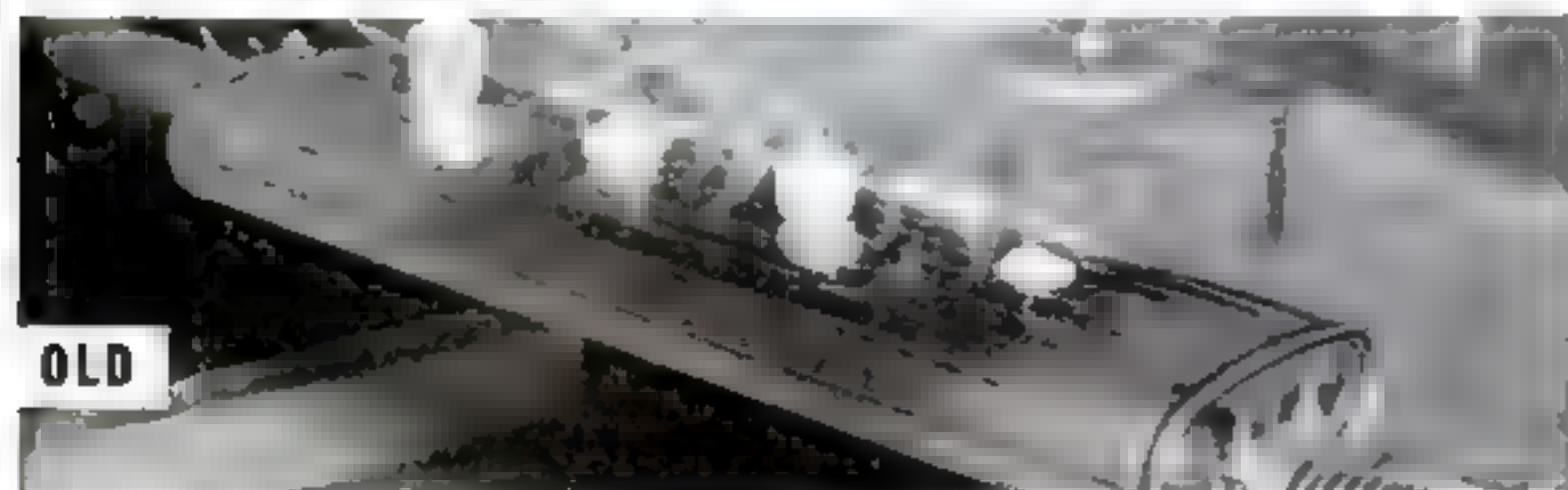
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NEW AP "DRI-FLOW" MUFFLER DESIGN SLOWS RUST-OUT AND CORROSION, LASTS LONGER

The new AP "Dri-Flow" model and a muffler of earlier design were installed on an engine dynamometer. Candles were placed on the mufflers, and engine was run for 10 minutes. The melting candles show heat distribution.



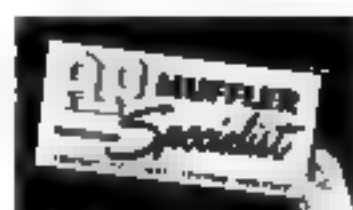
New AP "Dri-Flow" Design has uniform heat over its entire area as shown by the evenly melted candles. This controlled heat eliminates cold spots where excessive corrosive moisture collects, insures a much drier muffler. And with AP's heavier steels, this means an even longer-lasting muffler.



Hot-spot, cold-spot design of most mufflers, including this earlier AP model, is shown by the unevenly melted candles and the heat-darkened areas. Corrosive moisture condenses in the cold spots, while the hot spots tend to burn out metal. This combination attacks mufflers from the inside, results in short life.

Short muffler life has become a major problem on millions of late-model cars. For years, AP mufflers have had up to 5% heavier heads, 3% thicker shells. And many have asbestos liners or corrosion-resistant aluminized and zinc coated steels. Now the new "Dri-Flow" Design cuts down rust-out and internal corrosion. Insist on AP mufflers for this unbeatable combination—longer-lasting inside, longer-lasting outside.

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TWININGS CONTINUED

public. It happened at a reception given by Marshal Zhukov for the visiting delegation of U.S. airmen on the tree-shaded grounds of Red Army House in Moscow. Nate had listened for hours to the monotonous Russian reiteration that atomic peace was the major objective of the Soviet Union. When the time finally came for him to reply for the U.S., he began by announcing to his hosts that though he had been invited to Russia to see at first hand the Red air force, he had yet to see an airplane on the ground. He politely expressed the hope that an opportunity for him to do so might yet arise. Then he moved to the point with a soldier's directness:

"There has been much talk of peace and disarmament," he began, and he was looking straight at Khrushchev as he spoke. "Peace and disarmament are not my specialty but I will say that the man in uniform is the first one to want peace. He knows too well the consequences of war.

"I would like to point out, however, that after World War II the United States disbanded its military forces almost entirely . . . We had to build them up again in the Korean war and we are not going to disband them again until we have assurances that it can be done under effective control and inspection."

Nathan Twining today lives quietly in Fort Myer, Va. with his attractive wife Maude, who reads the *Wall Street Journal* daily, the better to do her job as custodian of the family finances. The Twinings, in the family tradition, live much within themselves and have few really close friends. Nate's hobbies are woodworking, fishing and hunting. He likes to tie trout flies and arrange his rifles and hunting trophies. He has, among other relics of a stay in the Alaska command from 1947 to 1950, one of the largest Kodiak bear pelts on record.

The Bill Twinings live at the Marine base in Quantico, Va. in comparable decorum, although on a more modest scale. Where Nate goes to work in an air-conditioned Cadillac, Bill has a black Buick. Bill's wife Vivian is, like him, a reader of broad tastes. Their library is full of modern poetry and philosophy, in addition to the standard works of military history.

The Air Force and Marine Twinings seldom argue about their profession, but the differences between these two brothers are revealing, and symptomatic of decisions which sooner or later will have to be faced in more than a brotherly discussion.

Missiles, bombers and helicopters

NATE TWINING naturally takes the orthodox Air Force view. He sees the Strategic Air Force as the main deterrent to attack and feels it must be made increasingly stronger well into the missile age. The missiles, he believes, have not yet thoroughly proved themselves. However, he is not an inflexible bomber man and the Air Force's missile program was pushed hard during his tenure as Chief of Staff.

Bill is more radical and probing in his approach. There are very few generals or admirals so well informed at discussing new theories—and practicalities—in warfare. Before his two hitchhikes with the 1st Marine Division in Korea, the last as division commander in 1955, he worked out practical details of the new Marine tactical doctrine of vertical envelopment by mass helicopter landing—the tactic which Marines feel makes them the shock troops of atomic warfare.

To Lieut. General Merrill Twining, USMC, the time is running out when the Air Force will continue to be the decisive factor in U.S. defense. ("In five years SAC will be as obsolete as the battleship *Missouri*.") The missiles will take over, and Bill feels that this is a job not for the military but for some over-all scientific body like the Atomic Energy Commission. (Bill's son, Lieut. David Twining, incidentally, is a graduate of the U.S. Naval Guided Missiles School and California Institute of Technology.)

His Marine supporters call their General Twining "the ablest man in uniform today." Certainly he is one of the brightest strategic thinkers in the Corps. He can also write military prose as well as anyone in the business.

What would happen if Bill Twining, as a great many Marines hope, should get the nod as Marine Corps Commandant, thus putting two Twinings on the Joint Chiefs? "I told quite a few people," Nate Twining answers, "that if it came to a question of his not getting the appointment because I was chairman, I'd damn well get 'sick' and resign. Because I've had it. I'd want him to have that job. He's earned it."

Temperamentally more inclined than his predecessor Admiral Arthur Radford, to let the individual service chiefs run their own shows, Chairman Twining will still have to field some major running problems: which service will control which missiles; the big

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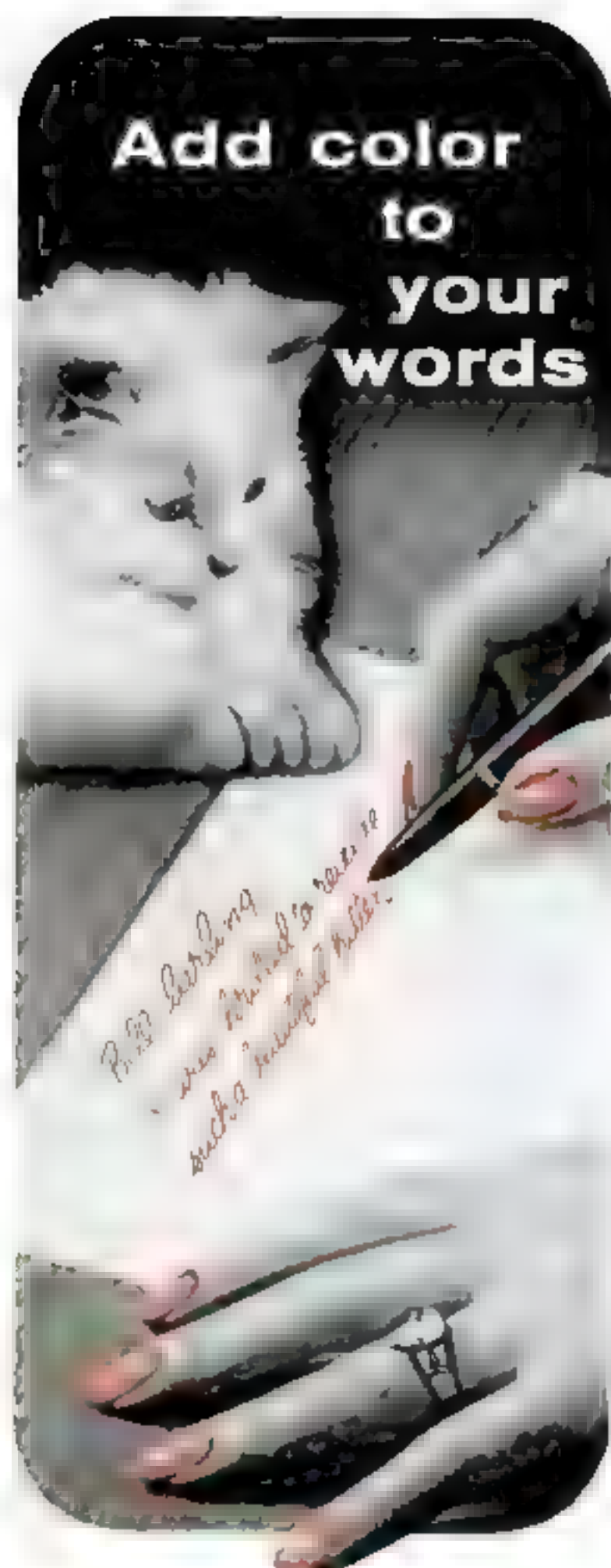


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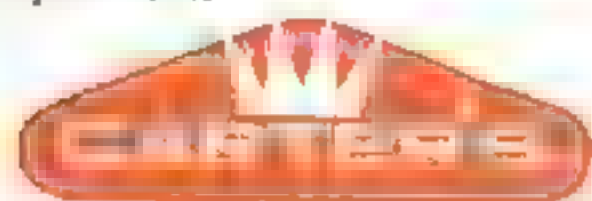
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LECTURING REDS during 1956 Moscow visit, USAF's Twining denounced Soviet disarmament propaganda at party given by Marshal Zhukov (right). Seated, backs to camera, are Premier Bulganin (left), party boss Khrushchev.

TWININGS CONTINUED

war concept vs. the little war; the apparently inevitable inter-service rows over how the military budget is to be sliced. And there is ever the question of how efficient a mechanism is the present Joint Chiefs of Staff itself, with the sometimes puzzling combination of executive and advisory power vested in its chairman.

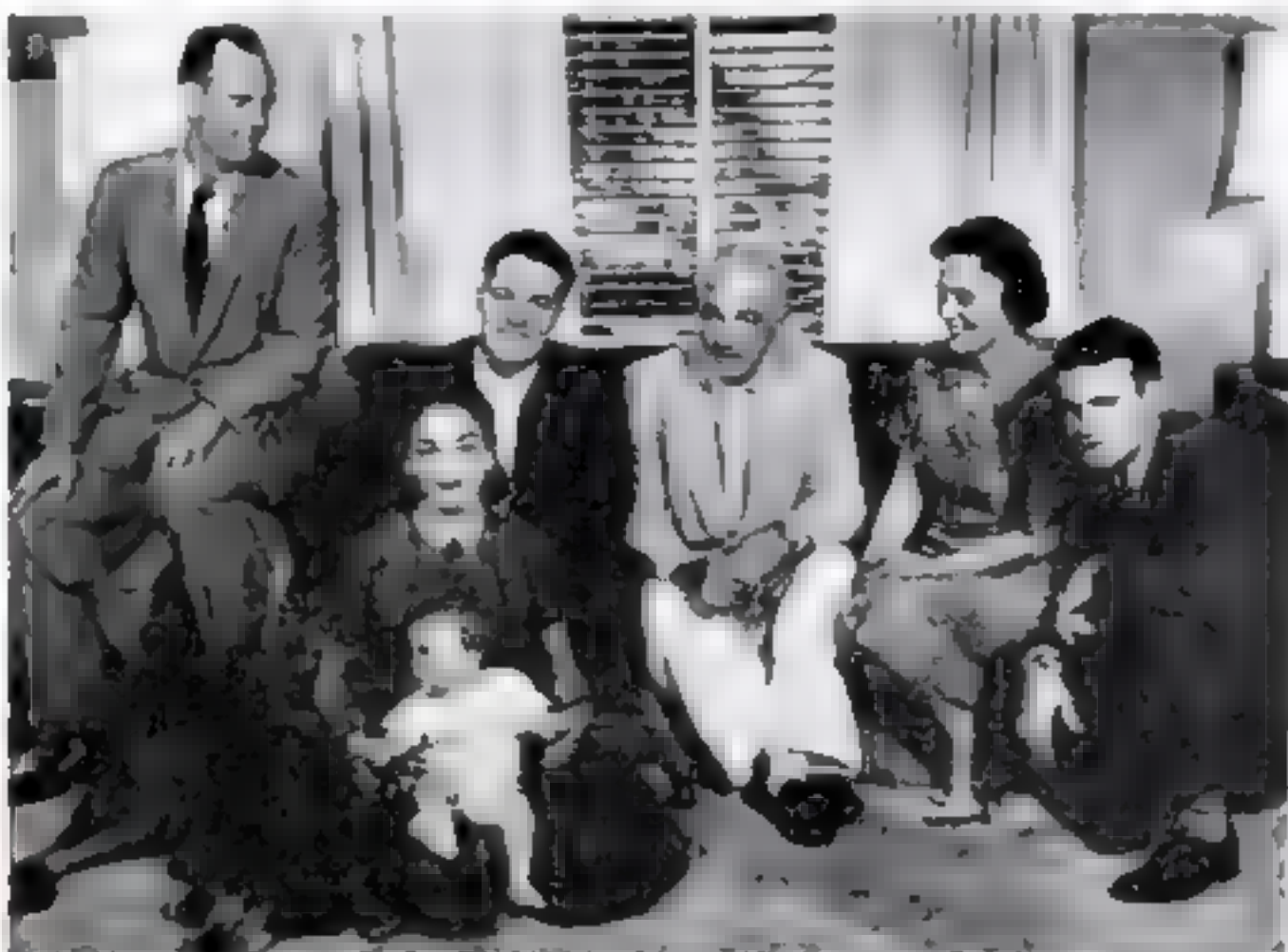
On his way into the gray-carpeted office in the Pentagon last week to preside over his first business session as the republic's top military man, the new chairman of the Joint Chiefs might have found some useful general inspiration in a few recent remarks which, although made to a somewhat lower ranking officer group, have considerable relevance to the job at the very top:

"There is nothing logical about war. Let us not delude ourselves for a moment on that score. What logic could there possibly be found in an occupation the only foreseeable result of which is wounds, dismemberment or death itself?"

"Yet wars occur with regularity and we must either win them or spend our future as a nation wearing the chains of slavery which, even now, our Communist enemies are forging for us.

"A great deal of that is up to you. Your job is to give logic to the illogical. . . . You will find yourself working harder, trying harder, and worrying harder than anybody else in the world. That is how you, in your turn, pay for the privilege of wearing a uniform which has become everywhere known, honored and respected by the blood and sweat and glory of those who have gone down the line before you. . . ."

This terse and wise guidance was given to a newly commissioned group of Marine officers by the chairman's brother Bill.



AIRMAN'S FAMILY gather in Ft. Myer, Va. home. From left: sons Richard, Nathan A., the general, his wife Maude, son-in-law Haywood Hansell. Daughter, Olivia Hansell, sits on floor with baby Stephen, Twining retriever Boots.



Clinical Tests Prove Mexsana Relieves and Prevents Minor Skin Irritations*

Shake on Mexsana before dressing. Use on baby after every change. Medicated, absorbent, it clings close—so you feel comfortable in hottest weather! Eases itch of athlete's foot



STRAINS

Rub On MUSTEROLE



Achy soreness is eased fast! Amazing pain reliever GM-7 and oil of mustard speed soothing "baked heat" comfort. For stiff neck, aching back, sore shoulders, too. Regular and Extra Strong for adults. Also Child's Mild Musterole.

DRINK...



Deliciously
lighter!

A KISS OF
LEMON
A KISS OF
LIME



BUBBLE UP CORPORATION
1015 S. Washington St. Peoria, Illinois

win the Purex Grand Prize!

\$10,000.00

family "shopping spree"!

- **plus** an All Expense Paid week's vacation for you and your family in New York, Chicago or Los Angeles!
- Fly 1st class on a new **TWA JETSTREAM** airliner, largest, most luxurious ever built!
- Stay in the finest hotels, dine in famous restaurants as guests of the *Dinor*. And each member of your family on the trip will receive an extra \$100 cash!



SECOND PRIZE: \$3500 at the department or food store of your choice in your home town.

THIRD PRIZE: \$1500 at the department or food store of your choice in your home town.

FOURTH PRIZE: \$1000 at the department or food store of your choice in your home town.

210 OTHER PRIZES!



★ RULES FOR PUREX "SHOPPING SPREE" CONTEST ★

1. This contest is open to all persons living in the Continental United States and Hawaii except employees and their families of Purex Corporation, Ltd. and their advertising agencies, The Reuben H. Donnelley Corporation and Purex retailers.
2. To enter just complete the following sentence in 25-words or less, "I like to buy my Purex products at—(store name and address) because....." on an official entry blank or plain sheet of paper; write on one side of the sheet only.
3. Mail your entries to "Purex Family Shopping Spree Contest," P.O. Box 5166, Chicago 77, Illinois.
4. Enter as many times as you wish but each entry must be accompanied by any two labels, box tops, price bands, wrappers, or reasonable facsimiles, from any Purex product as indicated below:
 - Blue Dutch Cleanser, SweetHeart Soap, Liquid or Dry Trend, Purex Liquid Bleach, Beads O'Bleach or Blu-White.
5. On the entry blank list the name and address of your dealer where you purchased your Purex Products.
6. All entries will be judged on the basis of originality, sincerity and aptness of thought by The Reuben H. Donnelley Corporation, well-known independent judging organization, whose decisions will be final. In case of ties, duplicate prizes will be awarded.
7. All entries become the property of Purex Corporation, Ltd. and none will be returned and no correspondence will be entered into about them.
8. Entries must be postmarked no later than midnight, September 30, 1957 and received no later than midnight, October 7, 1957. All winners will be notified by mail two months after close of contest.
9. All entries must be the original work of the contestant and entered in his or her own name. Contest is subject to federal, state and local regulations.
10. First prize vacation trip for "you and your family" includes the husband, wife and all unmarried children.

- 5 FIFTH PRIZES: RCA Whirlpool Refrigerator—Fresant
- 6 SIXTH PRIZES: RCA Whirlpool Electric Ranges
- 7 SEVENTH PRIZES: RCA Whirlpool Washer-Dryer Comb.
- 8 EIGHTH PRIZES: RCA Whirlpool Gas Ranges
- 9 NINTH PRIZES: RCA Whirlpool Freezers
- 10 TENTH PRIZES: RCA Whirlpool Imperial Washers
- 11 ELEVENTH PRIZES: RCA Whirlpool Ice Makers
- 12 TWELFTH PRIZES: RCA Whirlpool Air Conditioners
- 13 THIRTEENTH PRIZES: RCA Whirlpool Automatic Dryers
- 14 FOURTEENTH PRIZES: RCA Whirlpool Auto. Dishwashers
- 15 FIFTEENTH PRIZES: RCA Whirlpool Electric Irons

- 16 SIXTEENTH PRIZES: RCA Whirlpool Dehumidifiers
- 17 SEVENTEENTH PRIZES: RCA Whirlpool Disposers
- 18 EIGHTEENTH PRIZES: Sam Sneed or Patty Berg Golf Clubs by Wilson
- 19 NINETEENTH PRIZES: 17 Jewel Swiss Watches (men's or women's)
- 20 TWENTIETH PRIZES: Monarch Silverling Bicycles (boy's or girl's)
- 21 TWENTY-FIRST PRIZES: Clock Radios by Hallicrafters
- 22 TWENTY-SECOND PRIZES: Nester Johnson Ice Skates (boy's or girl's)

EASY TO ENTER!

Just complete this sentence in 25 words or less: "I like to buy my Purex product at (store name and address) _____

because _____"

Accompany your entry with 2 wrappers or box tops from any one of these Purex products: Blue Dutch Cleanser, SweetHeart Soap, Liquid or Dry Trend, Purex Liquid Bleach, Beads O'Bleach or Blu-White.

HURRY!

**CONTEST CLOSSES MIDNIGHT
SEPTEMBER 30, 1957**

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SHAKESPEARE CEREMONIES take place every night before performances on green at Globe Theatre, San Diego, Calif., to get audience in the spirit of plays.

SHAKESPEARE SUPPER (below) is held in park in Asolo, Ore., to open annual summer festival, with two actors from *As You Like It* dining on vegetables.



Grand Season for Shakespeare



IN "MUCH ADO ABOUT NOTHING," PLAYED IN AMERICAN WESTERN STYLE, A COMIC COP (DONALD HARRON) TUGS AT TWO BAD MEN HE HAS HELPED TO LASSO

POET'S COMIC PLAYS ARE SUMMER'S HITS

Outdoors under the stars, or indoors in specially built Shakespearean playhouses, half a million Americans this summer are watching the clowns, tosspots and confused lovers that gambol through Shakespeare plays. With half a dozen Shakespeare festivals scattered over the U.S. and Canada, the great Elizabethan is the season's most popular playwright, his works being given far more often than those of any other dramatist. As befits vacation time, the biggest hits are his comedies.

The two most notable repertoires are being given in two different Stratfords. In Stratford, Conn., Katharine Hepburn is doing a fine job in *Much Ado about Nothing*, which has been set in the American Southwest, with the characters gotten up as ranchers, cowboys and hayseed constables. Stratford, Ont. does a lively but more traditional *Twelfth Night*. Excellent if less elaborate productions are held in such spots as Ashland, Ore. (opposite page). In this lumber town almost the whole population of 8,000 pitched in to put on its 17th Shakespeare jubilee, and here, as at other festivals, the Elizabethan mood is enhanced by troubadours, pageants and picnics on the green.



A PAIR OF STARS carry on a peppery courtship in *Much Ado about Nothing* at Stratford, Conn. Kath-

arine Hepburn as Beatrice at a masked ball flirts with Alfred Drake who acts Benedick in high style.



GUSTY LOVERS. Audrey and Touchstone in *As You Like It* at Ashland, Ore., are acted by David O'Brien and Muriel Eisenberg. At top they rehearse for kissing scene, which below they play on stage.



BELLOWING BUMPKINS. Bottom and Snug (Patrick Hines and James Frawley), try to out roar each other like lions in *Midsummer Night's Dream*, given by the Antioch players at Yellow Springs, Ohio.



OGGLING OAF named Speed (Jack Cannon) eyes a cootch dancer (Chrysoula Frangos) whose number

was added to *Two Gentlemen of Verona*, brilliantly produced out of doors in New York's Central Park.



IMPISH MAIDEN. Viola (Stobhan McKenna), in *Twelfth Night* at Stratford, Ont., comes disguised as a boy to woo a lady for her master. Eying veiled Olivia, she asks "if this be the lady of the house."

← **CAPERING ZANY.** Aguecheek, also in Stratford *Twelfth Night*, is acted by Christopher Plummer.



Quality at your feet

you can't tell
the mothers from
the daughters in

Because everybody looks young
and has fun in these easy-living
casuals. And this year we've
given them a sophisticated new
slenderness that mothers and
daughters will both look smart in! Why
not try them on together?

Shoes illustrated
6.95

Other styles, 6.95 to 10.95
Higher Denver West



westports by *life stride*®

Life Stride Division, Brown Shoe Company, St. Louis



STUDENTS IN 1909 at Yankton College performing in *As You Like It* were Orlando (Ralph Swanson), Celia (Viola Fraser), Rosalind (Hazel Belle Abbott).



SAME PLAYERS IN 1957 at campus reunion recreate *As You Like It* in the same scene between Orlando and Rosalind. The girl who played Celia had died.

Shakespeare at a reunion

Adding to the professional actors who keep Shakespeare going this summer are the efforts of hosts of ardent amateurs. Some of them turned up in Yankton, S.D., to help celebrate the 75th anniversary of Yankton College. They were alumni who as undergraduates had played

in Shakespeare on the campus. Rummaging through old costume trunks, they dressed up in their old roles and gave excerpts from plays they had done years ago. Though the years had reduced their ability to memorize lines, they still remained in the spell that Shakespeare casts.

AT REUNION, BARNEY KREMER WHO PLAYED TOUCHSTONE IN "AS YOU LIKE IT" IN 1932, TRIES OUT OLD ROLE, PROMPTED BY DIRECTOR HAZEL BELLE ABBOTT





PHOTOGRAPH BY IRVING PENN • DE BEERS CONSOLIDATED MINES LTD

*In the magic time when love is new, the hours
are filled with sweet delights, the world's
a place for dreaming. You'll cherish these moments,
and recall them always, in the clear,
bright lights of your engagement diamond.*



1/4 carat \$100 to \$200 1 carat \$525 to \$1250
1/2 carat \$225 to \$500 2 carats \$1365 to \$3410
Average prices for top-grade engagement
diamonds unmounted, offered by representative
jewellers in July 1957. Add tax.

A DIAMOND IS FOREVER



Who...me? Hold out Canada Dry Ginger Ale on my buddy?

Can't blame anybody for wanting more than his share. It's light and delicious—with longer-lasting sparkle and lively ginger flavor.



Sparkling Cola



Hi-Spot Lemon



Old-Fashioned
Root Beer



True Fruit
Raspberry



True Fruit
Orange



True Fruit
Black Cherry



ALWAYS BE SURE YOU GET PLENTY OF ALL 10 TEMPTING CANADA DRY FLAVORS—THERE'S A FLAVOR FOR EVERY TASTE



HOST FRANKLIN (LEFT) AND NEIGHBOR ORA FISHER COUNT THE TICKETS

Big Barbecue for a Giant Steer

Four years ago on Warren Franklin's dairy farm near Guilford, Vt. a remarkable calf was born. It weighed 175 pounds, 85 pounds greater than Holstein-Friesians usually weigh at birth. Franklin named it Samson and watched it grow and grow. When asked what he was going to do with his steer, he would say, "Going to barbecue him when the boys get home."

The twin Franklin boys, Alfred and Wilfred, were both back from the Army last March and by that time Samson was immense: 2,125 pounds. It would take a crane to lift him and the cost of a barbecue was a problem. But Franklin solved it in thrifty Yankee fashion. He borrowed a crane and announced he would sell tickets to Samson's barbecue: \$3 for adults and \$1 for children.

Last week hordes of hungry visitors descended on the Green Mountain farm. Samson was turning on an 18-foot spit hitched to a tractor engine. Nearby 3,000 ears of corn were roasting over hot stones and in Franklin's kitchen six kettles bubbled with barbecue sauce. Samson, having roasted for 64 hours, was hoisted from the spit by crane. Then at last Franklin and the boys and 1,200 paying guests had their barbecue.



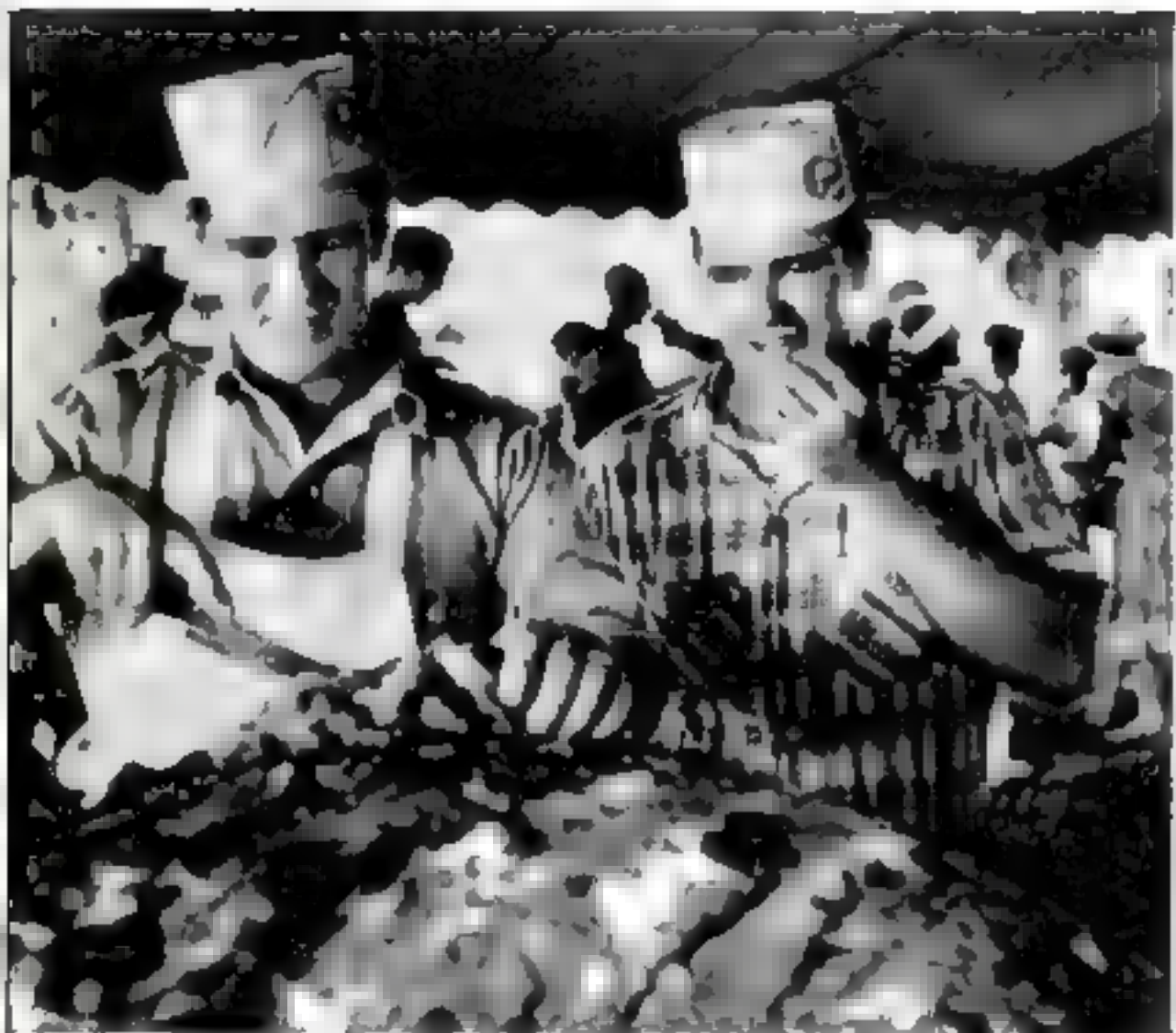
BASTING SAMSON, Franklin's eldest son, Lawrence, 33, reaches high with pot of barbecue sauce in a specially built hut lined with aluminum to reflect heat.

CRANE LIFTS ROAST TO WAGON BEFORE ACETYLENE TORCH CUTS AWAY WIRE WRAPPED AROUND CARCASS. IT WAS THEN WHEELED TO SERVING TENT



CONTINUED

BIG BARBECUE CONTINUED



GUESTS OF HONOR Alfred (right) and Wilfred Franklin, 22, sample Samson while helping carve.



SACKS OF CORN are emptied by Clayton and Clyde Baker on husks that have been laid over hot

stones. The corn was sprinkled with salt and water, covered by heavy canvas and roasted for an hour.

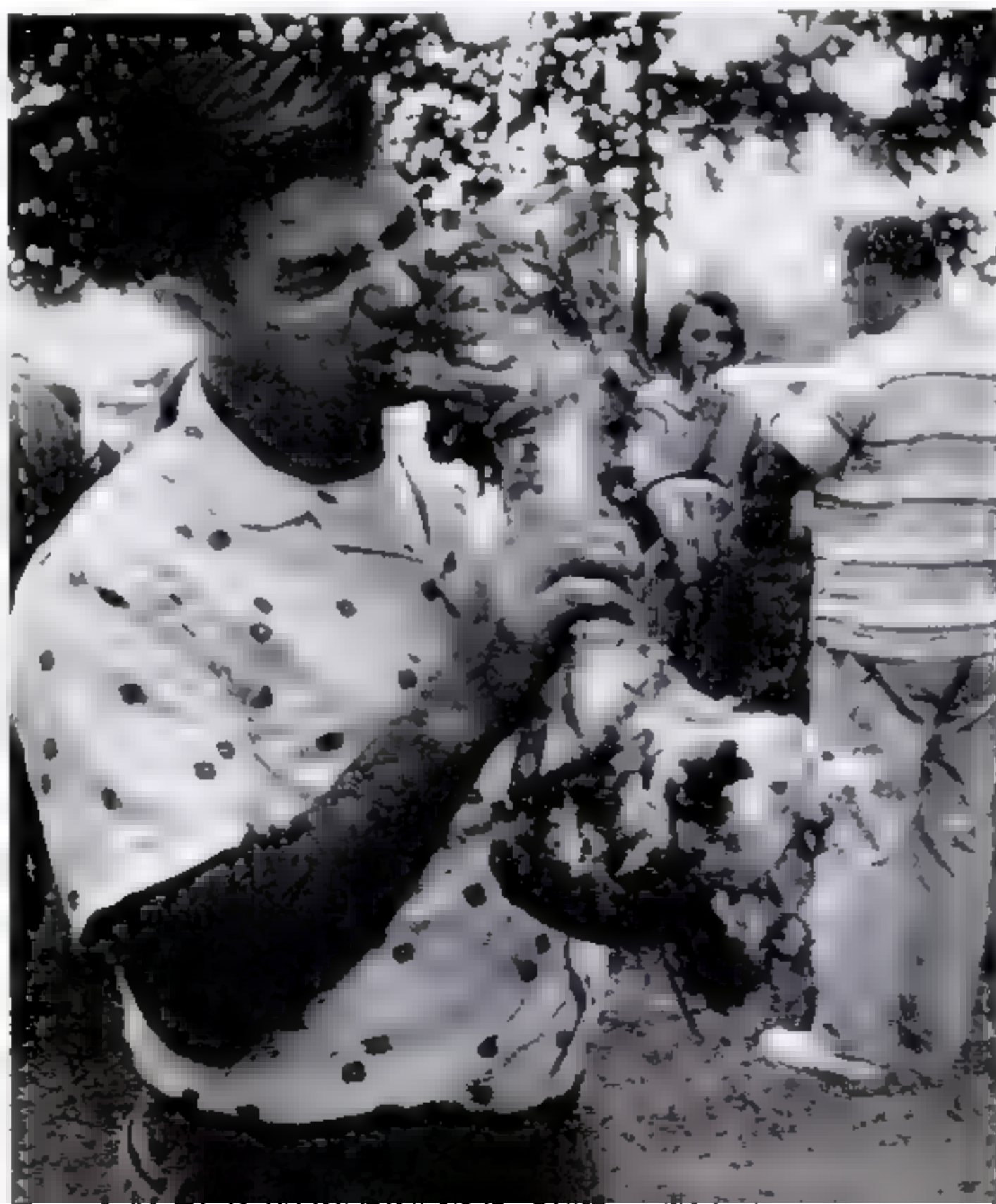


IN THE SERVING TENT LAWRENCE HAXEY (CENTER, GLASSES) STARTS TO SLICE THE BEEF AS EARLY-ARRIVING CUSTOMERS LINE UP AT THE LONG TABLE



VOLUNTEER MUSICIANS Jack O'Connor and Ernest Bernier, both from Hartford, Conn., played concertina and guitar while other guests joined in song.

SAMSON'S LEG BONE was tackled by Gerard Jean of Dracut, Mass. After gnawing diligently on it for a while, he gave up and took it home to his dog.





HAT BY MR. JOHN

because *you* are the very air he breathes...

Nothing matters but you two. Your world is all wrapped up in this one momentous moment. Don't let *anything* spoil it. Double check your charm every day with VETO ...the deodorant that drives away odor...dries away perspiration worries. (Remember, if you're nice-to-be-next-to...next to *nothing* is impossible!)

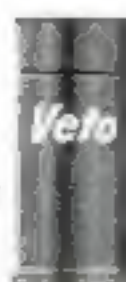
VETO is for you in more ways than one



Cream



Spray



Stick



Aerosol Mist



One touch of VETO
dries away perspiration worries!



PERISCOPIC PEEPERS

The trouble with trying to follow a big golf tournament is that you spend a large part of the time looking at the back of somebody else's head. Hemmed in by the crowd at the 18th green at the Tam O'Shanter All-American Tournament in Chicago, two spectators poked up a pair of midget periscopes which they had bought at \$1 each.

Each periscope has two mirrors arranged to reflect a scene to the user. As Sam Snead holed out a putt, the mirrors reflected the action to the two spectators. Viewed in reverse, they also reflected the spectators, giving golfers on the green the strange sight of a pair of disembodied faces peering at them from high above the crowd.

Gilbey's clear, smooth "heart" of vodka makes the most refreshing summer drinks!

Gilbey's *makes* a big difference in vodka—by a costlier distilling method that selects only the extra clear, extra smooth "heart" of each vodka distillation. This means

better vodka...smoother vodka...*drier* vodka—all qualities that add up to delicious, thirst-quenching summer drinks for you. Discover the Gilbey difference tonight!

GILBEY'S VODKA

*Produced by
the makers of Gilbey's Gin—
the International Gin*



VODKA 80 & 100 PROOF DISTILLED FROM 100% GRAIN. W. & A. GILBEY, LTD., CINCINNATI, OHIO. GILBEY'S DISTILLED LONDON DRY GIN. 90 PROOF. 100% GRAIN NEUTRAL SPIRITS. W. & A. GILBEY, LTD., CINCINNATI, OHIO. DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS COMPANY.

Best thing ever happened to filter smoking



The fresh taste
of fine tobacco
in a filter cigarette!

Here's the
TIP-OFF on
filter smoking!

(In a cigarette,
it's still the tobacco
that counts! So make this
test of the tobacco in your
filter-tip cigarette.)



First, cut off filter tip from a
Hit Parade . . . light up cigarette
and notice its fine tobacco taste!



Then try this same tip-off test on
any other filter cigarette. You'll
taste the difference!

Hit Parade
cigarettes
win the
TIP-OFF
TEST
every time!



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